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THE

AMERICAN PERFUMER

AND ESSENTIAL OIL REVIEW • NOVEMBER 1935

Established 1906



CANCO

Container by

AMERICAN CAN COMPANY

See also page 9

New!
EXALTOLIDE
100%

by—

M. NAEF & CO.
Geneva . . . Switzerland

E

XALTOLIDE NAEF is the most highly developed, purest and strongest fixative body of a Musk-Ambergris character yet produced. It is distinguished by its power of diffusion and "exaltation".

DEVELOPED in the Geneva laboratories of M. Naef & Company over a period of the past ten years, EXALTOLIDE is offered at a price that allows its use in practically any toilet preparation.

DESIGNED primarily as the ideal fixative for perfume extracts, we now recommend EXALTOLIDE for use to equal advantage in your scents for powders, creams and lotions.

MAY we send you a sample with complete recommendations for its application in your particular preparation?

UNGERER & CO.

13-15 WEST 20TH STREET • NEW YORK

VELIZAR BAGAROFF OTTO of ROSE •

Velizar Bagaroff Otto of Rose is again available in all markets under his own label.

This quality product is especially worthy of your consideration.

MYSORE GOVERNMENT SANDALWOOD OIL •

Every can of Mysore Oil is specially sealed and serially numbered.

Do not merely specify "Sandalwood Oil U.S.P." but insist upon Mysore Oil; and for your own and our protection be sure the seal is unmutilated.

Sole Agents for the United States
W. J. BUSH & CO., Inc., New York

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Our universally esteemed Trade Mark:

"The Oldest Essence Distillers"

indicates long experience in the scientific distillation of Essential Oils, and is recognized as a guarantee of their supreme quality today.

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INCORPORATED

London - Mitcham - NEW YORK, N. Y. - Messina - Grasse

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427-429 WASHINGTON ST., NEW YORK

factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

Established 1885

TONQUIN MUSK

We have received several **from**
shipments—excellent **CHINA,**
quality—and other lots
will follow from time to time over the next
few months. We are in position to quote
to advantage, *the finest quality of natural
musk, in pods or in grains.*



CIVET SPECIAL

Our shipments have always **a product of**
come directly from Ethiopia **ETHIOPIA**
—never through second
hands. Since the outbreak of hostilities we have
received two very small lots. We advise our friends
to look ahead and we will gladly quote while our
limited supply lasts. Even with the slightly higher
prices prevailing, *Civet Special is still, in the final
analysis, the cheapest on the market.*

Amongst the various
products of our **Brooklyn Factory** we
specially recommend

RHODINOL
OIL CARDAMOM
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The World's Finest Natural Flower Essences

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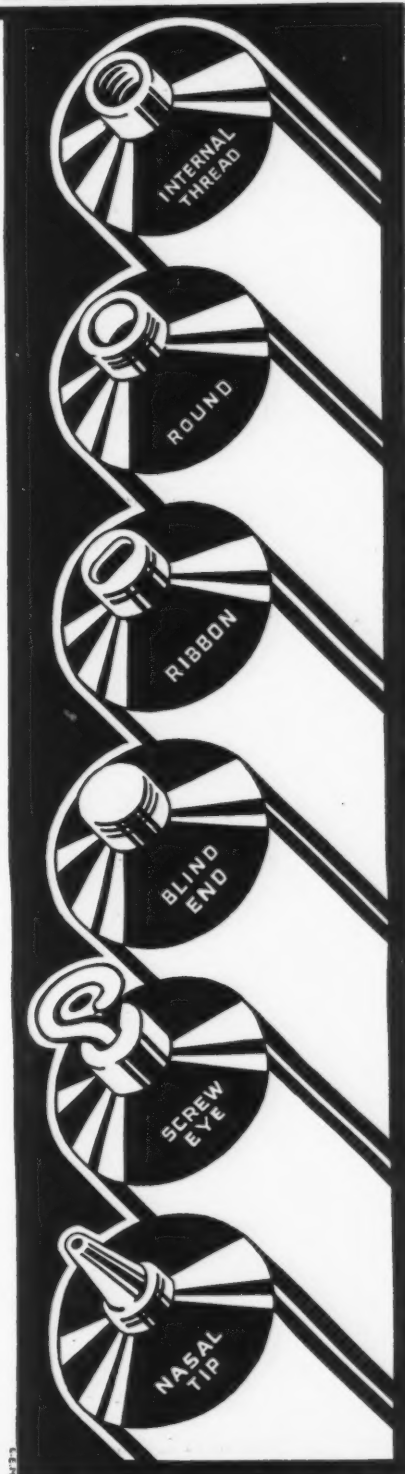
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The wide range of sizes makes these attractive bottles available for Nail Polishes, Brilliantines, Lotions, Toilet Waters, etc.

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Exceedingly fine base for Parisian Bouquets—Delightful and refreshing character.

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Synthetic Oil of Bergamot—especially interesting for inexpensive Bouquets—fine Citrus note.

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SCIENTIFIC LABORATORIES, INC.

MONTICELLO

• NEW YORK



JUST as you divulge confidences to your banker, you can disclose your manufacturing secrets to Magnus, Mabee & Reynard, Inc.

Your confidence affords us the opportunity to make valuable suggestions for lowering your production costs and increasing the consumer appeal of your merchandise.

This we have proved to a constantly increasing clientele, who are availing themselves of our 40 years of experience and research in the production of perfume and flavor materials of superior quality.

Your inquiry will place at your disposal the well-rounded resources of our organization.

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ESSENTIAL OILS, BALSAMS, AROMATIC CHEMICALS, PERFUME MATERIALS SINCE 1895

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Tried and true

Tried by Miss Public, Sagamor's deluxe lipstick container has been found true to all the fine things we have said about it. What this means toward the sales appeal of your line will gladly be explained by a representative.

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November, 1935

"Service for the Manufacturing Trade Exclusively"

Compacts

• ROUGE *and* POWDER

(More than 150 tints)

EYE SHADOW

(All shades)

LIP ROUGE *and* CREAM ROUGE

(All indelible shades)

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Sanitized
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Powder Puffs

A new development in sterilizing puffs, keeping them actively anti-septic until washed, is being adopted by us.

This process is without doubt one of the most remarkable advances ever made in the textile field, and offers an assurance to the user of the puff that no matter how soiled it may be, it is still a *clean* puff bacteriologically.

Details on Request



All our products guaranteed for chemical purity. For your further protection, Products Liability Insurance carried.

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New York Office
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Canadian Office
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Originators of Natural Rouges

"PICK IT UP..!"

I'M THROUGH WAREHOUSING YOUR LINE"



● Merchandise moved from the manufacturer to the retailer has only changed its point of warehousing. Most sales managers can get their product into the retail store. Their nights are spent worrying and wondering how to move it out of the retail store.

No one man—no one industry—has all the experience in over-the-counter merchandising.

That is why the American Can Company, with its multitude of contacts throughout the package merchandise sales field, might be of assistance to you.

If your line is being warehoused rather than sold—or if you have packaging or point-of-sale

problems, why not ask our Sales Promotion Department if they can help you.

Address Sales Promotion Department, American Can Company, 230 Park Avenue, New York City.

AMERICAN CAN COMPANY

230 Park Avenue, New York

Why does American Can Company concern itself with problems of retail merchandising?

Our reasons are the same as yours. We cannot sell more packages than you sell for us—you cannot sell more than people buy. The consumer is our common goal.

ESSENTIAL OILS

we have been supplying the
careful buyer
for three score years:

Oil Bay

- " Bois de Rose Brazilian
- " Cassia Redistilled U.S.P.
- " Cananga Rectified
- " Geranium African
- " Geranium Bourbon
- " Lemon Italian
- " Orange Italian
- " Peppermint Natural
- " Peppermint Redistilled

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Vanilla Beans

We carry complete stocks of the various qualities, and will be happy to submit samples and quotations at your request.

Tonka Beans

We cordially invite your inquiries.



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TUBE DESIGNS

Does your Package have a forceful personality? Does it reach out to new customers and hold your old ones? ... Use WIRZ design service to give sales punch. . . . Ask for suggestions.



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UNITED DRUG SELECTS

Artmold Caps

THE sales-compelling packages shown below, designed for United Drug Company products, are sealed with colorful Armstrong's Artmold Caps. Each strikingly shaped cap is a particular shade or tint to exactly harmonize with the label and bottle. These arrange-

ments of bottle-shapes, labels, and Artmold Caps give the packages a touch of smartness and sales appeal to attract consumers.

Artmold Caps are available in a wide variety of stock designs, or in privately molded shapes. Their colors range from

deep, rich values to delicate pastel tints. Besides being attractive, they are easy to remove and replace, and provide a secure seal. For full information, write Armstrong Cork Products Company, Closure Division, 912 Arch Street, Lancaster, Penna.



Armstrong's **ARTMOLD CAPS**

Little things very often make a big difference

IN compounding it is well known that the addition of an inferior ingredient, even in minute quantities, may mar the quality of the finished product; and conversely, the addition of the proper amount of an ingredient of recognized quality may add that final touch that spells success.

Manufacturers of quality preparations in increasing numbers realize the importance of relying on raw materials of highest quality and of dependable purity and uniformity. The guarantee of these factors implied by our label is *responsible for the constant and solid growth of our business.*

FRITZSCHE BROTHERS, Inc.



Liquid Absolute Essence of Sage Muscatel (Clary)

EXTRACTED in our own factory at Seillans by the volatile solvent process, this product has all of the advantages of the distilled oil but *much more*. There is all of the advantage which *any* liquid absolute essence has over a distilled product—the full and complete odor as it exists in the plant without loss of any of its delicate elements either by hydrolysis or by solution in water. And, *of equal importance*, it possesses all of the natural fixative properties which nature manufactures in the plant.

For fine perfume work, the delightful Clary note can in no manner be had *so economically* and *so perfectly* as through the use of this liquid absolute essence.

We are also in a position to furnish the distilled oil of Clary Sage, which being less expensive, will be found useful in the less costly types of perfume compositions.

FRITZSCHE BROTHERS INC.

Oil Orris Root Florentine Concrete, Extra Fine (*Seillans*)

NOT until we had thoroughly convinced ourselves by every possible test of use and economy that in this new product of our Seillans factory we had something outstanding in its class, did we decide to place it on the market.

This new Orris concrete contains practically double the amount of natural Irone found in commercial qualities; and in this important factor may fairly be considered as of double strength.

Its delightful Orris character contributes a definite note of improvement to the finest of perfume compositions—and it is economical in use due to its strength.

• 76 NINTH AVE., NEW YORK

Every requirement for the Labdanum note economically met

LABDANUM in its various forms has become an indispensable and priceless ingredient in the world's finest perfume compositions.

We supply it in the following forms, all of the finest quality:

Labdanum Liquid Gum Purified

Resinoid Labdanum F. B.

Concrete Labdanum F. B.

Liquid Absolute Essence of Labdanum F. B.

Every requirement for the Labdanum note will be perfectly and economically met through the use of one of the above.



FRITZSCHE BROTHERS

INCORPORATED

PORT AUTHORITY COMMERCE BLDG.
76 NINTH AVENUE • NEW YORK, N. Y.

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502 Louisiana Building

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816 West 8th Street

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77-79 Jarvis Street, TORONTO, CANADA

PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE

Exchange
Brand

*Oil of
Lemon*

U. S. P. is



The ALL PURPOSE Lemon Oil

U. S. P. — *Clarified*

Make a 5% Solution of Lemon Oil in 95%
Alcohol...Get a CLEAR Lemon Extract!
NO CLOUD...NO SEDIMENT
NO FILTRATION...NO WASTE



Made with
Exchange
Cold Pressed
Oil of Lemon

Made with
Another Brand
Bought on the
Open Market

Unfiltered 5% (by Volume)
Extracts of Oil of Lemon in 95%
Alcohol

WHEN you buy Exchange
Brand Oil of Lemon...you do not get
just a good quality Oil...you get an
absolutely Pure Lemon Oil of excep-
tionally fine quality...and, in addi-
tion...Exchange Brand Oil of Lemon is
U. S. P. and *Clarified!*



OIL OF LEMON U. S. P.

Sold to the American market exclusively by

FRITZSCHE BROTHERS, Inc.
76 Ninth Avenue, New York City

DODGE & OLCOTT COMPANY
180 Varick Street, New York City

Distributors for

CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department, Ontario, California

Producing Plant: EXCHANGE LEMON PRODUCTS CO., Corona, Calif.

Copy, 1935, Products Department, California Fruit Growers Exchange

Time to buy
**ORRIS CONCRETE
FLORENTINE**
—and its kindred products

ORRIS ABSOLUTE + ORRIS RESINOID + ORRIS LIQUID

As a major source of the world's supply of this useful ingredient, over a period of years, the house of Tombarel Frères commends to your consideration the following factors in the price situation: Current events tend to exaggerate the effect of persistent growth in the wide utility of this important perfumers' material.

It is therefore logical to expect continued firmness in the price of this commodity. We advise covering your requirements for the coming year as promptly as possible. Samples and quotations upon request.

Albert Verley, Inc.—exclusive representatives in the United States for TOMBAREL FRÈRES, Grasse, France.

● **ALBERT VERLEY, INC.**

for warm,
sweet Ambre
character

OPOPANAX N-100

is invaluable as a
blender and fixative

Its smooth Opopanax tone gives especially fine results in combination with such of our products as Cedromal, Chypre, and Erolia. Smaller quantities are extremely useful in floral types. It is also a most interesting product for use in perfume for powders . . . Liberal working sample of this typical Albert Verley creation sent gladly on request . . .

ALBERT VERLEY, INCORPORATED, *Manufacturers—Importers—Compounders*. Chicago: 11 East Austin Avenue; New York: 114 East 25th Street; Los Angeles: Mefford Chemical Company.

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ALBERT VERLEY
aromatics

OWENS-
Complete

ILLINOIS PACKAGING SERVICE

GIVES YOU A CLEAR TRACK ALL THE
WAY WHEN YOU ARE
GOING TO MARKET IN GLASS



The Classic line of containers (Pat. No. 94824) is most popular because of its pleasing design, sizable appearance and ample label space. Caps by The Closure Service Company.



● The availability of containers, closures and cases through one responsible source of supply eliminates a great deal of detail and lost motion. Consequently, it reduces costs. That is one of the major reasons why thousands of manufacturers, packers, roasters, distillers, vintners and bottlers get more satisfactory results by placing their entire requirements in the hands of Owens-Illinois. An equally important factor is the unique added service this company provides through its Packaging Research Division. Created to help increase profits for those who pack in glass, this division devotes its unusually complete research facilities to the constant study of technical problems, packaging improvements and merchandising strategies. The service is cost free in most cases. If you pack in glass, and are not fully conversant with these "extras" that you get from Owens-Illinois, you may be overlooking something that could be of invaluable assistance in building up your volume. You will find the story of Owens-Illinois especially interesting if you are still putting off the day you will change to glass. For the details, simply call the nearest office of Owens-Illinois Glass Company, Toledo, Ohio.

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KAZANLIK, BULGARIA

Quality and confidence in the source of supply—not price—are the deciding factors in the purchasing of Otto of Rose.

The Pappazoglou reputation in this respect is unsurpassed and based on many years of supplying the perfume industry with Otto of Rose d'Or, B. P., an oil of proven superiority and unvarying uniformity.

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STAFFORD ALLEN & SONS

LIMITED

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QUALITY OILS

for the

PERFUMER

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Oil Peru Balsam

Oil Peach Kernels

Oil Almonds Sweet True

Oil Patchouly

Oil Sandalwood, E. I.

Oil Lavender, English

UNGERER & CO.

13-15 West 20th Street

NEW YORK

COLLAPSIBLE TUBES



OUR business is to manufacture collapsible tubes in which beauty and utility are combined—and we welcome business from companies that desire that kind of work.

WHITE METAL MANUFACTURING CO.

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393 Seventh Ave.

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Chicago Office, Charles A. Rindell, Inc., 64 West Randolph St.

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506 Donovan Bldg



No. 72 —43 M/M Bath Salt Cap
 No. 140 —35 M/M Sifter Top Cap
 No. 150 —13 M/M Screw Cap
 No. 185 —15½ M/M Screw Cap
 No. 186 —44 M/M Fancy Bath Salt Cap
 No. 188 —23½ M/M Talcum Can Top
 No. 200 —28 M/M Sifter Top Cap
 No. 0200 —28 M/M One Piece Cap
 No. 215 —19½ M/M Talcum Can Top
 No. 230 —13 M/M Screw Cap
 No. 232 —13 M/M Screw Cap
 No. 234 —10½ M/M Screw Cap
 No. 236 —19½ M/M Slip Cap

No. 238 —15 M/M Talcum Can Top
 No. 240 —14¼ M/M Square Slip Cap
 No. 249 —14½ M/M Screw Cap
 No. 250 —12 M/M x 23½ M/M Oval Slip Cap
 No. 251 —15 M/M Screw Cap
 No. 257 —12 M/M x 23½ M/M Oval Slip Cap
 No. 258 —40 M/M Bath Salt Cap
 No. 264* —20 M/M Screw Cap
 No. 267 —16 M/M Slip Cap
 No. 269 —44 M/M Bath Salt Cap
 No. 281 —11 M/M Slip Cap

No. 282* —24 M/M Screw Cap
 No. 291* —22 M/M Screw Cap
 No. 292 —28½ M/M Flask Cap
 No. 295 —13½ M/M Slip Cap
 No. 298* —38 M/M Talcum Cap, Sifter Top
 No. 300* —18 M/M Screw Cap
 No. 317 —11 M/M Slotted Slip Cap
 No. 323 —45 M/M Bath Salt Cap
 No. 324* —45 M/M Cream Jar Cap Same design as No. 323.
 No. 327* —43 M/M Same design as No. 324.

*FITS G. C. A. No. 400 GLASS FINISH



**JASDOUX BLANC
CHERE LE MOI
CONTINENTAL BOUQUET**

Three Interesting Florasynth Creations
... Fragrant, Sweet, and Lasting!!

Can be utilized to advantage in all types of Toilet Preparations. They are most powerful and will positively not discolor either Creams or Powders. Your inquiry for samples will receive our prompt attention.

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BRIDGEPORT



ANITY CASES
ROUGE CASES
PASTE ROUGE
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LIPSTICK HOLDERS
EYEBROW PENCIL
HOLDERS
BOTTLE CAPS
JAR CAPS

The BRIDGEPORT
METAL GOODS MFG. CO.
BRIDGEPORT • CONNECTICUT

ESTABLISHED 1909 • TEL. BRIDGEPORT 3-3125

27

Picture to Yourself

the Line that's "Going Over"

Try to figure out what makes it successful, and you'll find three things:

1. Advertising and selling method.
2. Packaging and usefulness of product.
3. Smell and pleasure of using.

If No. 3 is "off", there's no repeat business.

Watch that No. 3. Make *your* product always more and more pleasant to use, to handle, to smell.

Watch your perfumes. It's so easy to go wrong on them; so easy to save pennies and lose repeat business.

Experienced creators of perfumes *know* what will help sell a line. Call in their experts *when you're planning*; that's the time to weigh odors.

For odor advice and suggestions, for any and all preparations, *ask for samples*.

But in the meantime, how about

BOUQUET AA—\$12.00 lb. up
heavy, lasting, modern

BOUQUET AC—\$12.00 lb. up
French type, popular

van Ameringen-Haebler, Inc.

Manufacturers and Importers of

Aromatic Essentials

[[*Flavor Materials, Aromatic Chemicals*]]
[[*Essential Oils, Perfume Specialties*]]

315 FOURTH AVENUE, NEW YORK

180 North Wacker Drive, Chicago 438 W. 48th St., Los Angeles 42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.

How Our Factory Helps You

In no field of activity is the quality of the materials used of greater importance in its effect on the finished article than in the making of perfumed products.

Years ago we found that commercial qualities of several of the aromatic chemicals were not as good as some compositions required.

Accordingly we began to make aromatic chemicals ourselves. Today our factory produces a large number of the aromatics that are in general use, and we are always working on others. The list is increasing, although we are very conservative about adding new products.

Unless we can make a thing better, we do not make it at all.

The entire factory personnel understands that principle, and stands by it. The result is that we have developed a factory organization thoroughly imbued with the idea that each batch of every product must be as near perfect as it can be made.

In order to carry out such a plan, we had, of course, to provide equipment that would turn out the kind of product we demand. We have constantly endeavored to keep abreast or ahead of the advances and improvements in method and means. Externally our six factory buildings are not imposing; but once inside the door, the layout and equipment are as modern, complete and up-to-the-minute as can be found in this field.

All this is of interest to users of aromatic chemicals, for they are entitled to know something of the pedigree of the products they purchase. We want them to know, for example, how thoroughly we test our own incoming raw materials. We want them to realize how severely we examine our outgoing finished products, not only that they may be *right in specifications*, but also that they be *right in odor*. Both are necessary.

One of the buildings of our factory group is devoted entirely to flavors. Here come the fresh fruits and berries in season, whose essence is extracted to make our true fruit flavors. Here also are made the excellent artificial flavors in our lists.

The factory also maintains separate aromatic and flavor research laboratories, where new products are developed.

We invite correspondence on all subjects pertaining to the facilities afforded by this excellent manufacturing unit.

Aromatic Chemicals and other Products for which we are a Good Source of Supply

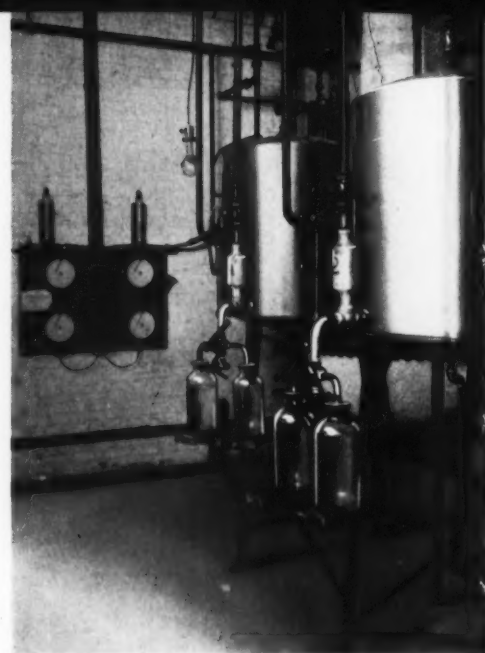
Acetic Ether	Benzyl Formate	Iso Amyl Cinnamate	Para Cresol Phenyl
Acetophenone	Benzyl Propionate	Iso Butyl Acetate	Acetate
Acetyl Para Cresol	Benzyl Salicylate	Iso Butyl Benzoate	Para Cresol Methyl
Alcohol C8	Benzylidene Acetone	Iso Butyl Indol	Ether
Alcohol C9	Bourbonal	Iso Butyl Phenyl	Peach Aldehyde
Aldehyde C7	Butyric Ether	Acetate	Pelargonic Ether
Aldehyde C8	Cinnamic Alcohol	Iso Eugenol	Phenyl Acetic Acid
Aldehyde C9	Cinnamic Aldehyde	Lalslanum Oleo	Phenyl Acetaldehyde
Aldehyde C10	Citral	Resin	Phenyl Ethyl Acetate
Aldehyde C11	Citronellal	Lemonal	Phenyl Ethyl Alcohol
Aldehyde C12	Citronellol	Linalool	Phenyl Ethyl
Aldehyde C14	Coumarin	Linalyl Acetate	Cinnamate
Aldehyde C16	Dimethyl Benzyl	Mastic Oleo Resin	Phenyl Ethyl
Aldehyde C18	Carbinol	Menthol	Formate
Alpha Amyl Cinnamic Aldehyde	Diphenyl Methane	Methyl Acetophenone	Phenyl Ethyl Phenyl
Amyl Acetate	Ethyl Aceto Acetate	Methyl Anthranilate	Acetate
Amyl Benzoate	Ethyl Benzoate	Methyl Benzoate	Phenyl Ethyl
Amyl Butyrate	Ethyl Butyrate	Methyl Cinnamate	Propionate
Amyl Salicylate	Ethyl Cinnamate	Methyl Heptene	Phenyl Methyl
Amyl Valerianate	Ethyl Valerianate	Carbonate	Acetate
Anisic Acetate	Geraniol	Methyl Nonyl	Phenyl Propyl
Aubepine	Geranoxide	Acetaldehyde	Acetate
Benzaldehyde	Geranyl Acetate	Methyl Para Cresol	Phenyl Propyl
Benzoin Ether	Heliotropine	Methyl Phenyl	Formate
Benzoin Oleo Resin	Hydroxycitronellal	Acetate	Phenyl Propyl
Benzophenone	Irine Alpha Methyl	Musk Ambrette	Propionate
Benzyl Acetate	Irine Alpha White	Musk Ketone	Rum Ether
Benzyl Alcohol	Irine Extra Pure	Musk Xylol	Rhodinal
Benzyl Benzoate	Irine Methyl Surline	Myrrh Oleo Resin	Styrax Oleo Resin
Benzyl Butyrate	Irine 100%	Oenanthalic Ether	Styrallyl Acetate
Benzyl Cinnamate	Irine Savon	Olibanum Oleo Resin	Terpineol
		Opoponax Oleo Resin	Terpinyl Acetate
		Para Cresol Acetate	Vanillin
			Vetivert Acetate

Terpeneless and Other Special Quality Oils

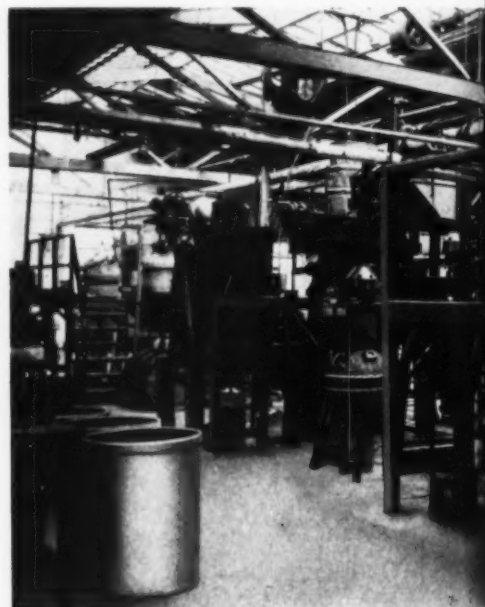
Bergamot Smiths	Jasmin Oil	Neroli Blanc	Rose Absolute
Jacob	Lavender Oil	Oakmoss Resin	Rose Otto
Bergamot	Lemon Oil Smiths	Orange Oil Smiths	Bulgarian
Terpeneless	Jacob	Jacob	Vetivert Oil
Bois de Rose Oil	Lemon Terpeneless	Orange Oil	Ylang Ylang Oil
Citronella Oil	Limes Distilled	Terpeneless	and most of the
Civette Tincture	Limes Terpeneless	Orris Oleo Resin	other and usual oils
Geranium Oil		Pine Needles Oil	

van Ameringen-Haebler, Inc.

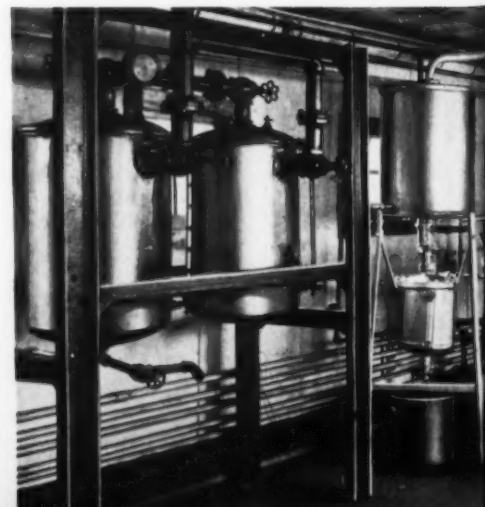
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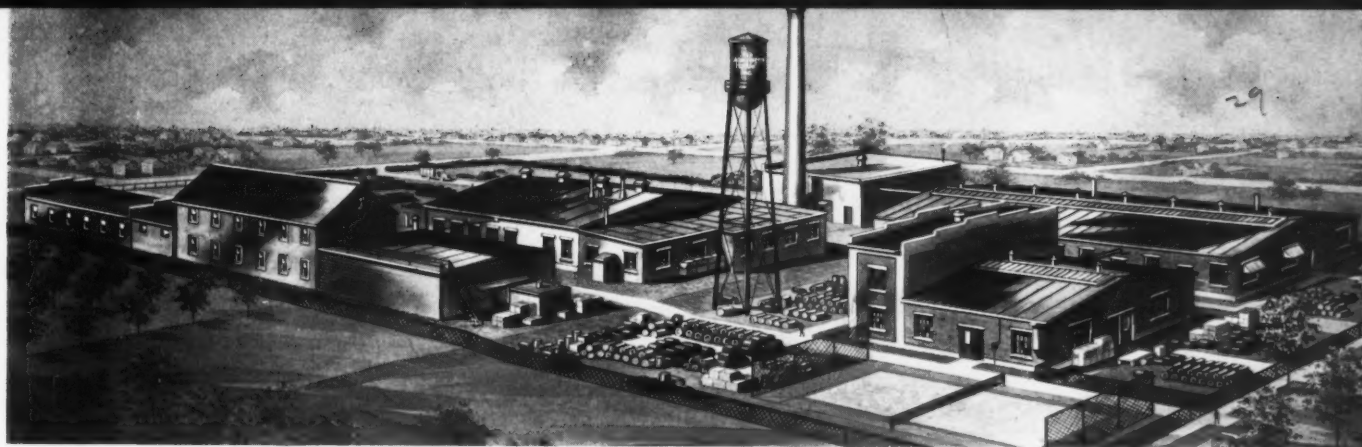


Units in the Distillation Department showing vacuum indicator and electric temperature control. Every piece of apparatus that uses heat is equipped with this "tell-tale" which makes a permanent written record 24 hours a day.



View of Reaction Department

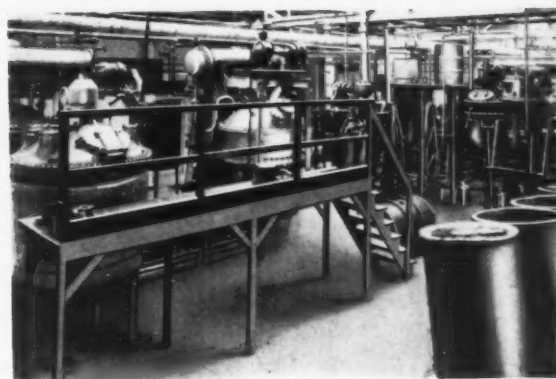
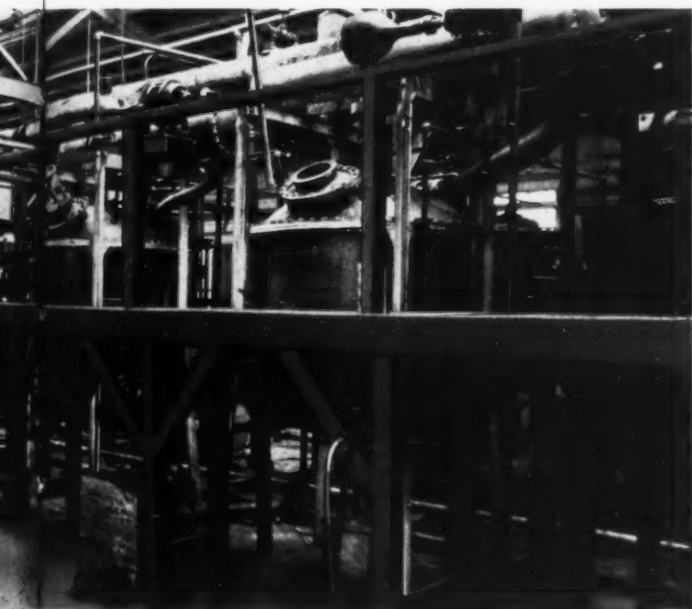




Views of the Factory of van Ameringen-Haebler, Inc.



Research and Analytical
Laboratory



Section of Reaction
Department



Section of True Fruit
Flavor manufactur-
ing department.

View of one side of the Distillation
Department



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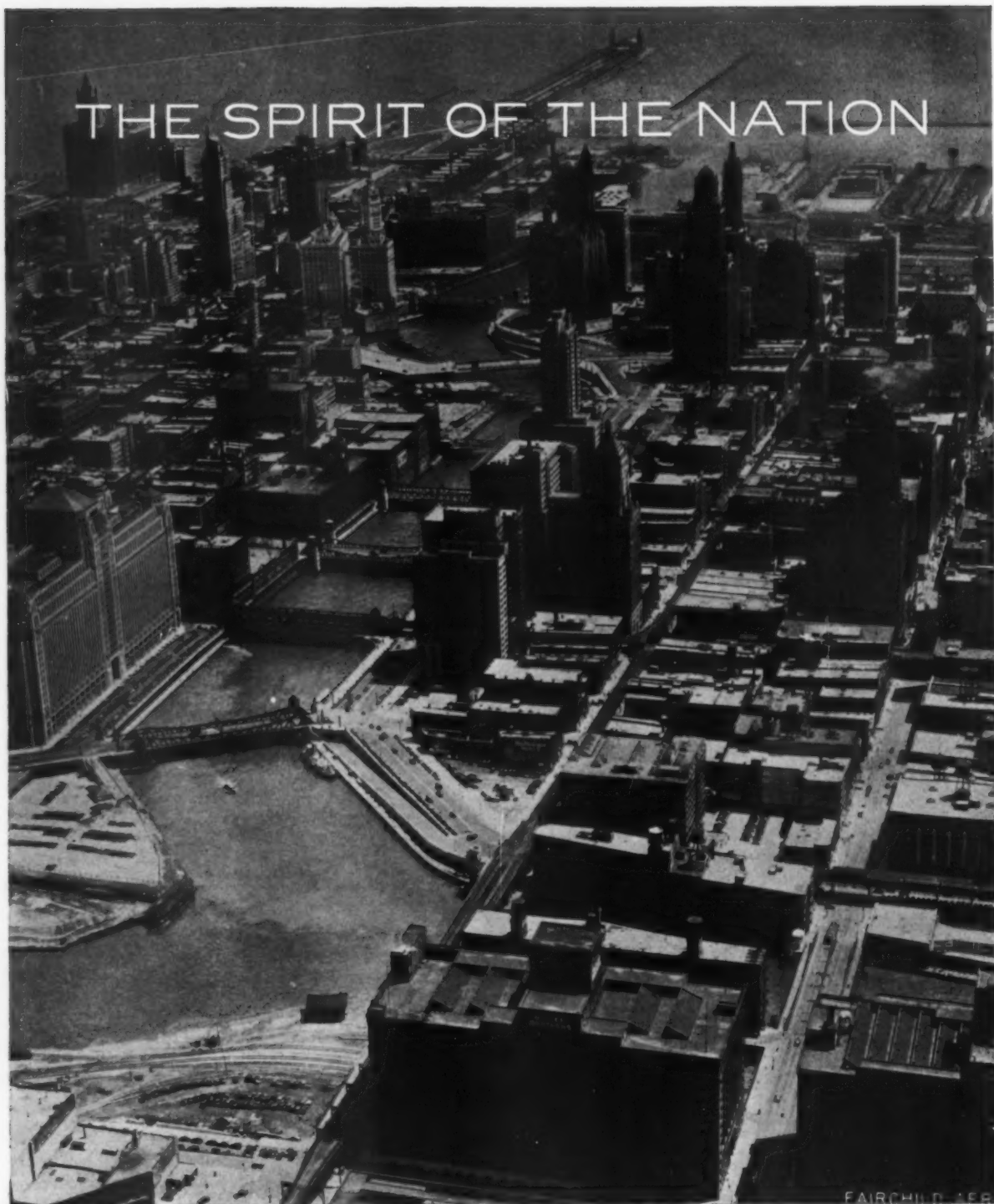
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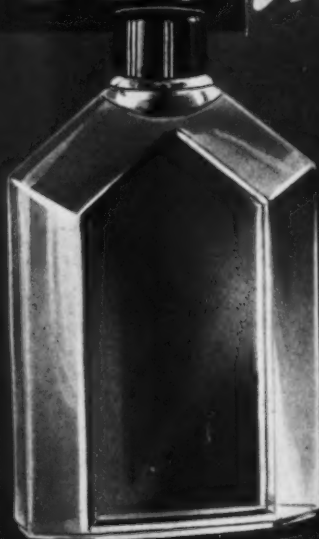
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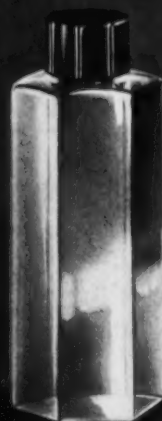
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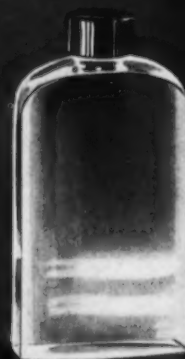
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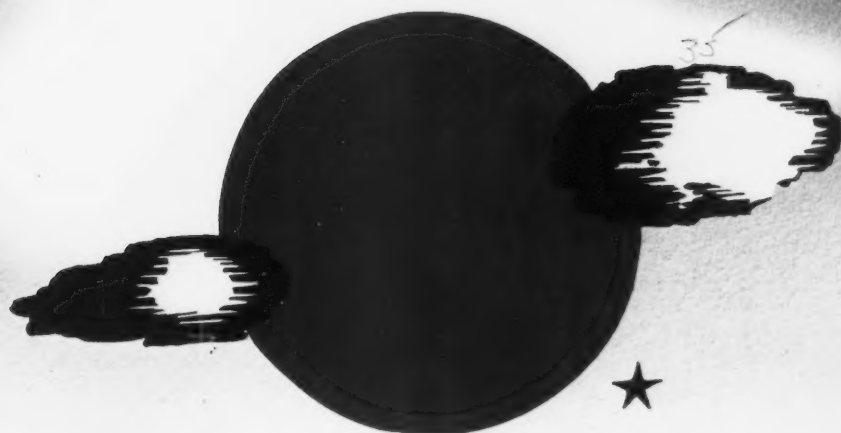
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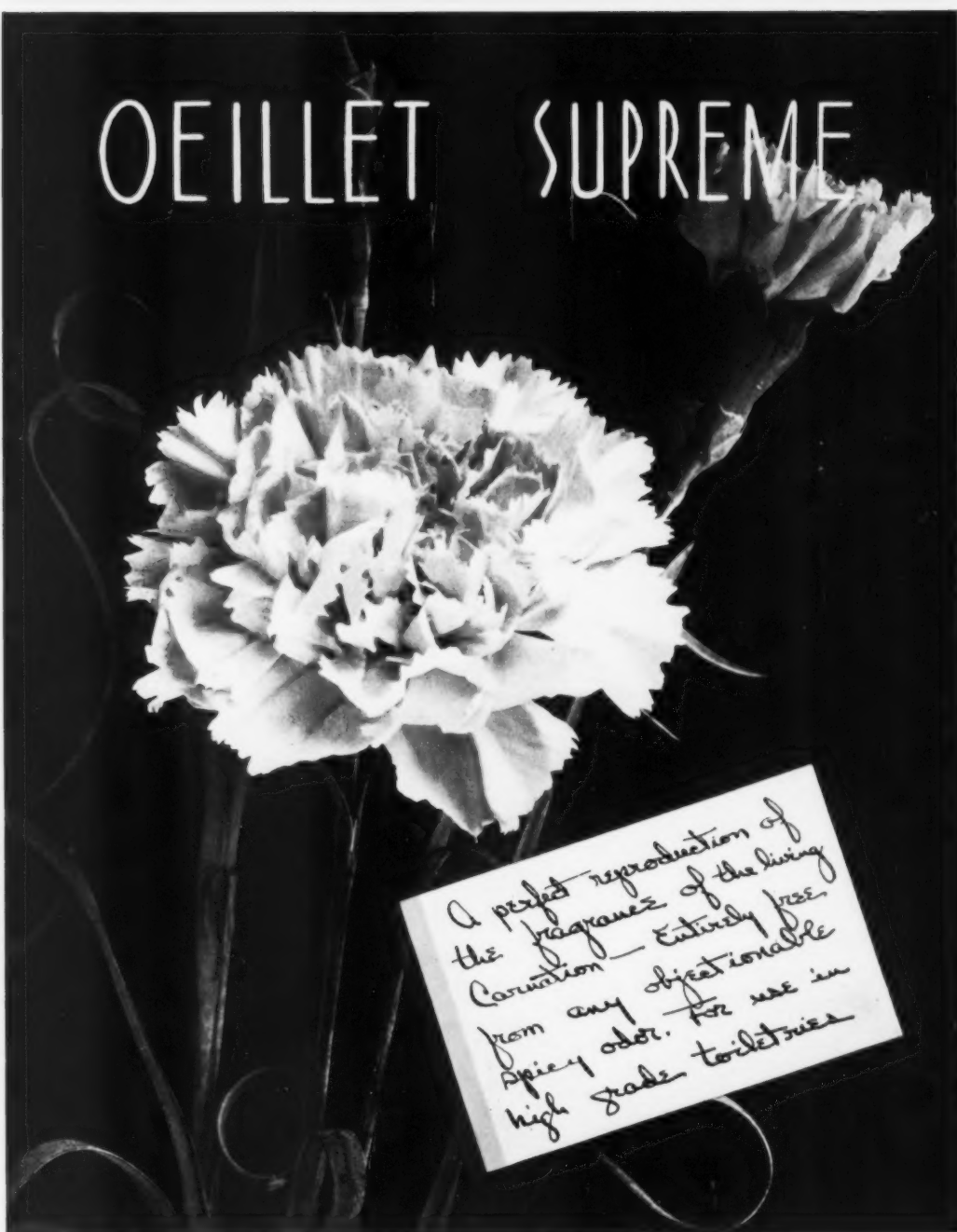
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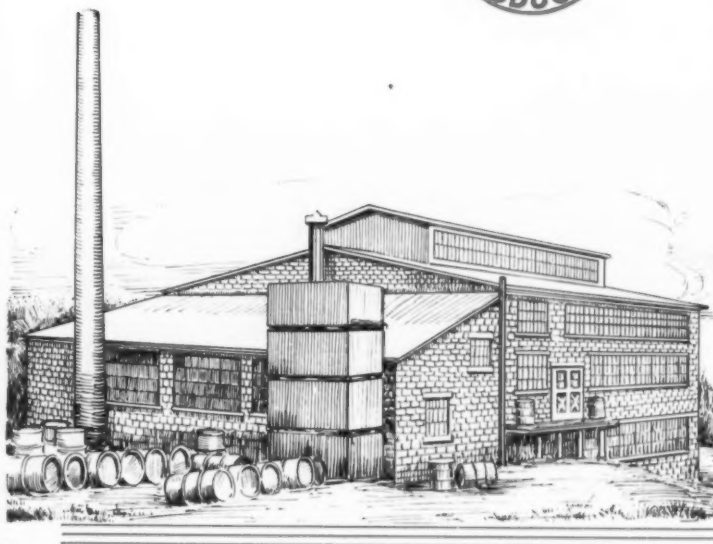
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Arthur W. Mudge, Treasurer of Aromatic Products, Inc., a graduate of Massachusetts Institute of Technology, has been associated with the essential oil and aromatic industry since 1919, both in sales and in manufacturing. As founder and President of Organic Products, operating a plant at Mamaroneck, New York, he brings to Aromatic Products, Inc., an intimate experience with every phase of the business.



Edwin T. Booth, Secretary, is a member of a family famous as perfumers, has been connected with several cosmetic companies as perfumer and since 1922 has been perfumer for one of the leading companies in the industry. With him as associate, Aromatic Products, Inc., takes its place, with the many who know Mr. Booth personally and by reputation, as one of the leaders in the production of perfume specialties.



E. J. Cardarelli, director of research, is a graduate in chemistry of Harvard. His research in organic chemistry has associated him with such companies as Monsanto, Mallinckrodt, New York Quinine and Chemical Works and Calco Chemical Company.



Charles A. Swan, for many years superintendent of the Antoine Chiris plant, later president and general manager of Antoine Chiris Co., and during the last three years associated with Arthur W. Mudge in Organic Products of Mamaroneck, is superintendent of the factory of Aromatic Products, Inc., at Stamford, Conn.

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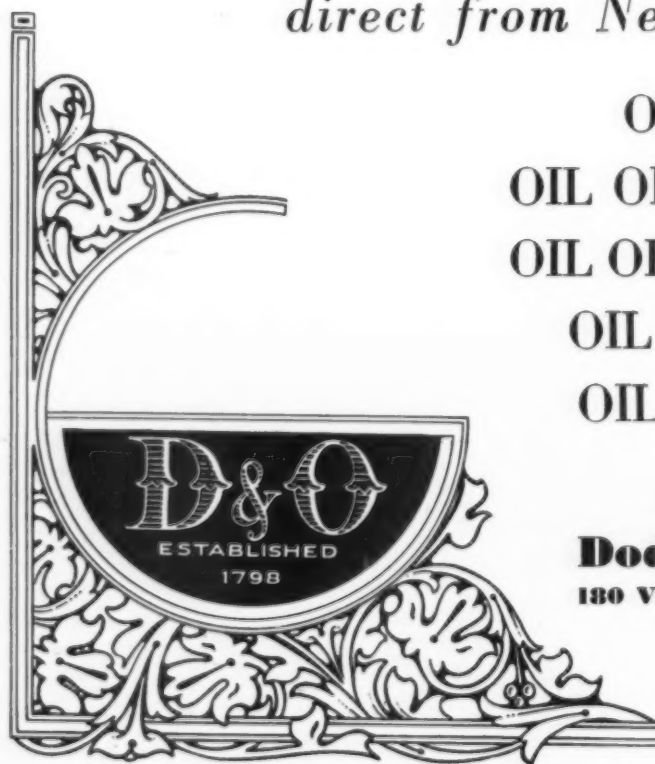
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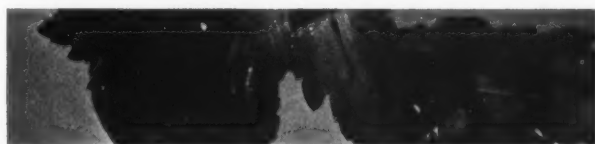
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November, 1935

CONTENTS • NOVEMBER • 1935

EMULSIONS <i>by Dr. E. G. Thomssen</i>	59
SPEECHES BY SALESMEN ONLY <i>by Don Collins</i>	61
AT YOUR FINGERTIPS <i>by G. A. Linden</i>	65
HERACLEUM LEHMANNIANUM <i>by J. Wassermann</i>	65
EDITORIALS	66
THE OLD MAN WITH THE LANTERN <i>by Freegift Patchin</i>	67
NEW PRODUCTS AND PACKAGES	68
MAY REVERSE "CHAREST" RULING <i>by Felix Belair, Jr.</i>	72
Q. & A.	74
OIL OF CELERY <i>by Dr. Ernest S. Guenther</i>	75
NEWS AND EVENTS	79
FILTRATION <i>by Ralph H. Auch</i>	91
DESIDERATA <i>by Maison G. de Navarre</i>	93
THE BLACKCURRANT FLAVOR <i>by H. Stanley Redgrove</i>	94
CANADIAN NEWS AND NOTES	99
PATENT AND TRADE MARK DEPARTMENT	100
MARKET REPORT AND PRICES	102

A ROBBINS PUBLICATION



BEGINNINGS!

The first two panels of the mural painting by Clara Fargo Thomas, owned by Elizabeth Arden, and now on public exhibition. For a description of the entire work of fourteen panels, see page 82.

EMULSIONS

by Dr. E. G. Thomssen

AN emulsion is a finely divided dispersion of one immiscible liquid in another. Usually one of the liquids is water and the other oil. By oil is included all manner of oils or organic liquids. A stable emulsion is one in which one of the phases is so intimately dispersed in the other that the proportion of each in any aliquot part of the mixture is not appreciably altered by time. The liquid which is finely broken down into droplets is called the internal or disperse phase, while the other liquid is termed the continuous medium or the external phase. An emulsion may be diluted only by the external phase.

It is apparent from the fact that as we are dealing with two immiscible liquids two kinds of emulsions may be formed. When the globules are oil and the continuous medium is water we have an oil-in-water (O/W) type of emulsion. On the other hand, if conditions are reversed, we have water-in-oil (W/O) type.

If we shake water and benzol together a very temporary, unstable emulsion results. The benzol droplets re-unite quickly and the liquids separate into two layers. This is because the interfacial tension between water and benzol is very high, being approximately 35 dynes per square centimeter. Now, if one per cent of sodium oleate is added to the water phase this interfacial tension is reduced to about 2

dynes per square centimeter. Vigorous agitation in this case gives a stable emulsion. It is obvious then that to have a stable emulsion a third substance capable of serving as an emulsifying agent must be present. Emulsifying agents fall into two classes, those capable of producing oil-in-water or those capable of producing water-in-oil emulsions. The emulsifying agent may be present as insoluble finely divided solids or in true solution.

In a recent paper by Dr. A. P. Young of Montana State College, he described exactly what occurs as seen by the eye when emulsions form. In his observations he used three substances: water, mineral oil and an emulsifying agent, termed cresoap. Part of his interesting paper reads:

"Through a microscope I saw a very interesting, rapidly moving drama when water touched petroleum oil containing the cresoap emulsifier. At the instant they touched, a wall appeared between them. Then suddenly streams of oil flowed through holes in this wall and emulsified clouds of oil globules in the water, like a garden hose spraying drops of water into the air. But not all of the streams of oil formed globules, for some of the oil streams formed large

masses that moved in the water, and resembled thunderhead clouds in the sky.

"The wall between the oil and water sometimes wiggled like a snake and then made knobs that cut off large globules of oil emulsion into the water. These globules were marvelous complex spheres of oil that contained spheres of water, and inside these internal spheres of water were very little spheres of oil that rapidly danced the Brownian movement.

"When the wall between the oil and water did not move, oppositely revolving whirlpools swirled in the oil and water beside the wall, and emulsified the liquids they drove through the wall. Another peculiar current in the oil was a cylinder that rolled as though it were on a spindle beside the wall."

Emulsions find extensive applications in industry. Their study is very important to chemists, physicists and biologists. Milk, one of our most important foods, is an emulsion of fat in a watery fluid; butter is an emulsion of watery fluid in a fat. Protoplasm, the common name given the complex

substance which is alive in the cells of living bodies, is a very complex emulsion.

Emulsions are also of great value in medicine, prepared foods like mayonnaise, in the textile industry, in insecticides, as cutting oils, as dressings and

polishes for leather, furniture and automobiles, as metal polishes, as sizes, as ointments, and in the field of cosmetics. They are presented in various shades and vary in consistency from mobile liquids to pastes, to soft and

A discussion

of emulsions, emulsifying agents, apparatus used and especially their application to toilet articles



Multimixer

Courtesy Pfandier Corp.

firm solids. We will limit ourselves mainly to their application in the cosmetic field.

In presenting our subject we will consider some of the emulsifying agents used, describe some of the equipment required and explain the methods used in the manufacture of emulsions used as toilet preparations by concrete examples.

Emulsifying Agents

We have already pointed out, in the case of water and benzine, there is a high interfacial tension between liquids of low miscibility. Since emulsions consist of two non-soluble liquids a third substance to break down this tension is necessary. This emulsifying agent acts as a bridge for the two immiscible liquids. It is absorbed at the interface and thereby favors drop formation, hence emulsification. It has been shown that viscosity does not affect the stability of an emulsion, and that even low interfacial tension has practically no significance. It is only when emulsions are accompanied by a substance capable of forming permanent films around the droplets that the emulsion becomes stable. When we consider the fact that the disperse phase of the emulsion is composed of very minute particles of say

one-millionth to one-ten-thousandth of a millimeter, it is remarkable that so small a quantity of the emulsifying agent plays so important a part in emulsification.

An emulsion of oil-in-water, like milk, is usually produced when the emulsion is stabilized by a colloid soluble in water or more easily wetted by water than oil. Sodium and potassium soaps, gelatin, lecithin, gum tragacanth, Irish moss, albumin, gum acacia and agar are included in this class. Such mineral substances as colloidal clay, kieselguhr, freshly precipitated calcium carbonate and silica also produce O/W emulsions.

An emulsion of water-in-oil like butter is produced when the emulsifying agent is oil soluble or is more easily wetted by oil than by water. These W/O emulsions are stabilized by lanolin, cholesterol, magnesium, aluminum and zinc soaps, resin, gum dammar and crude rubber. Carbon, soot, asphalt and mercuric iodide in powder form also serve for this purpose.

Triethanolamine as Emulsifying Agent

One of the most valuable emulsifying agents which has been developed in recent years is triethanolamine. Through its use emulsions which at one time were hard to make are now easily put together. It fills a need for a reliable emulsifying agent, especially for cosmetics. It is useful not only for producing O/W emulsions, but also W/O type. It is an organic base and is used for emulsification in conjunction with a fatty acid, usually oleic or stearic.

It should be pointed out that in using an emulsifying agent the film around the emulsion droplets may take various forms depending upon the agent used. They may consist of separate solid particles, actual skins or envelopes and heavily saturated colloidal material. The films also vary widely in rate of formation and physical properties. The nature of the oil also affects the film. Cod liver oil, for instance, gives films very rapidly against water containing sodium oleate, while olive oil gives weaker, thinner and more transparent films. Castor oil shows still less promotion of films and mineral oil practically none. These properties reflect themselves in the preparation and stability of the emulsions from these oils.

While we are concerned mainly with

the formation of emulsions it is not amiss to point out that emulsions may be inverted and de-emulsified.

By addition of appropriate reagents an O/W emulsion may be changed to a W/O emulsion or vice versa. Then, too, the method of procedure may form either W/O or O/W type. In the manufacture of oleo margarine, the use of milk and oils predisposes the O/W type. If this type is desired, then the oils are run very slowly into the milk. On the other hand, when a W/O emulsion is formed the oils are in the churn and the milk is run in. It is evident from problems of this sort that further research in controlling antagonistic emulsions is necessary so the chemist may more accurately control emulsions desired.

The breaking of emulsions is affected in various ways. Heating is a common method. Shaking-up with various electrolytes such as sulfuric acid, ferric chloride and alum de-emulsifies. Centrifugal treatment is used in some cases. Troublesome petroleum emulsions are separated by the passage of high tension alternating currents between electrodes in the liquid. More problems are encountered to keep emulsions stable, however, than to break them down.

Apparatus Used in Preparation

In the preparation of emulsions the general principle is applied of agitating two liquids thoroughly in vessels which are jacketed to permit the application of heat or cold when it is desirable.

In order not to devote too long a space to the description of this part of our subject, we will limit our description of this apparatus to three types: namely, mixers, colloid mills and homogenizers or viscolizers.

The art of making emulsions is to disperse a given liquid into more or less permanent droplets in another liquid medium. The best method of accomplishing this is to project the disperse phase as fine globules into the continuous phase, out of contact with air. The question of contact with the air, the time of agitation and the speed of the mixers then enter into the question of mixers.

If we were to cover the multitudinous types of mixers on the market which are recommended by various

(Continued on page 96)

The American Perfumer



EVERY year organizations call their men off the road to give them a merchandise rejuvenation and a general outline of the company's future plans and ambitions. In some cases these meetings are effective in getting the salesmen away from the *buyer's point of view* and instilling within them new confidence and enthusiasm. But in large measure these meetings are only fifty per cent efficient.

The sales representatives may return to their territories from the yearly conference with a new slant, a revived enthusiasm, additional knowledge of their products and a more cordial loyalty toward their firms. Yet, what has the manufacturer gained?

The executives go back to their desks with a self-satisfied confidence and an expectant hope that the sales curve for the next season will mount to resemble a fever chart that rages killingly above normal. In most cases this is only a rosy dream that will fade with the emptiness of the morning's mail. The heads of the firm might as well have placed their beliefs in the Good Fairy, the Stork, or Santa Claus.

And, in general, the cause for the failure of the manufacturers' promotional plans can be laid right on the executives' desks.

In the meeting, the brains of the firm talk and express themselves well, but the men who are nearest the *cash register and consumer reaction* have to remain silent. . . . The salesmen have no chance to tell what they know, although from the locked minds of these silent men the manufacturer might find

by Salesmen Only

DON COLLINS Proposes a New Kind of Sales Convention with the Executives Doing the Listening

the solution to his most difficult merchandising problems.

Once a wild Irishman, a good salesman, was asked for his opinion of the average sales conference and with the usual Celtic wit and brutality he answered, "They are bags full of halitosis busted before men who are afraid to hold their noses. They are all alike: first, there is a talk by the president of the firm, glowing with self-satisfaction and meaningless chatter. Next, the advertising manager delivers an oration using so many charts, maps, and broadsides that his speech is as antiquated and jumpy as a magic lantern lecture. Then the talk by the production manager is tinted and toned with so much technical data that it is about as useless as a mothball in a suit of armor. Lastly, the sales manager wakens the meeting with figures and incidents that beautifully mingle together in a verbal kaleidoscope that is worthless and nobly misleading. After all the high powered ballyhoo, the boys are taken out and fed so that they can go home with the firm's headaches and a swell case of personal indigestion."

This man's conception is, of course, an exaggeration, but it cannot be dismissed entirely because for the purpose of a corrective illustration a caricature is always better than an actual portrait. In order to be entirely im-

personal, a food product will be used in further discussion rather than a cosmetic, but unfortunately the manufacturers of both crackers and creams make the same fundamental mistakes.

The first and greatest mistake the executives make upon entering the meeting is that all their ideas are preconceived and unalterable. No salesman dares offer radical criticism or suggestions for fear he will be accused of lack of interest and cooperation. Yet this muzzled salesman is the only one with any direct contact with the ultimate consumer.

The president, the advertising manager, the sales manager, and the production head know they have a good product because their wives use and like it. Yet the salesmen realize that Mrs. Jones, the char-woman, would like it, too, but it is too high priced for her. Therefore, it is an item with a limited market and will be unless the price is changed.

The president of the company tells how after years of mental gymnastics a new name was chosen and that the stroke of genius is "Blanko." The salesmen applaud, but if they talked the executives would gather from the discussion that "Blanko" was the name of one of Barnum's elephants, a French saint, an Italian clown and a comic duck in the movies.

The advertising manager presents a logical and well-planned campaign, but the salesmen know that even though it will break sensationally in New York it won't even make first base with the buyers in Peoria. Unfortunately, the advertising man is Metropolis-minded. The salesmen from actual experience are all too well aware there is only one Fifth Avenue and one Michigan Boulevard. They have all tried to plug a number that was a fast mover in Lord & Taylor and Marshall Field, but have been told by the buyers of the Boston store that the women in

Springfield create their own tastes. The taste may be tainted, but the statement is true.

When the new package is unveiled its introduction is so complimentary and flowery that no one dares to throw a comment against it. Yet the container, in truth, is no more startling than a close competitor's. The silent listeners are moved to unanimous thought that no matter how artistically perfect the package may be, it needs the picture of Mickey Mouse on it to give it a much greater mass-sales appeal. Many food salesmen could tell any spinach canner that the first tin of the child-hated greens that carry the homely features of "Popeye the Sailor" will really go to town in sales.

The head of production offers data laying great stress on ingredients "X" and "Y," elements that, because of their potency, cause grave doubts in the consumers' minds concerning their beneficial effects. Any one of the solicitors present can tell how they have knocked over countless buyers by demonstrating that their product contains no acid and all competitive lines do. This fact may not be particularly beneficial, but the public has a natural aversion to acid in any form or quantity. But the salesman dares not talk in an open meeting for fear he has fallen far out of line by using the litmus test.

With pep and power the sales manager expounds the theory of over loading, "Sell the merchant. He will move anything he has on his shelves." This may have been fair sales psychology in years of prosperity, but like the "chicken in every pot" it went around the corner in 1929. Salesmen today cannot sell for one-time orders, they must make lasting friends and build up a small steady *repeat* business. What they need from the sales manager in order to sell their buyers is a workable promotional plan that will help their customers move his stock. Many of the silenced solicitors have thought out and successfully executed such plans, but dare not mention them in the home office for fear of being laughed at or frozen by the executives into a meek, embarrassing humility.

None of these errors is particularly unique. All manufacturers fall heir to them at one time or another, but in this period of sharp merchandising, the more often they can be avoided the easier the manufacturer can build up his sales volume.

To conduct a sales meeting to its fullest efficiency two things must be done: first, the executives must forget their self-conceit and open their minds in order that constructive criticism will not be all one sided. Executives should be able to take it on the chin without holding personal grudges. Second, an aggressive courage must be implanted in the minds of the salesmen so that they will defend their firm from even unintentional blunders from within. Sales solicitors must be taught to fight for the good of their products no matter from what direction the attack may come.

When absolute courage is injected into the spirit of the soliciting soldiers a tremendous strengthening of organization is accomplished. Fear of the job or employer will weaken with worry; fear of competition breaks confidence and proper enthusiasm; personal timidity or customer-consciousness will eventually end man's usefulness to both his firm and to himself. If any one of these fears is forced too heavily upon a man it will unquestionably break down his resistance against the other two. Yet many executives drive fear of the job so forcibly into a man's spirit that he becomes useless to both himself and his organization.

The yearly conference is the place to begin the ending of this greatest of all sales drawbacks. If men can be taught to stand up on their feet and tell their employers that the advertising or manufacturing departments are out of line, giving logical reasons, these same salesmen can be counted on to sell the toughest buyer that they are representing the best quality merchandise for the lowest price.

In order to have a fully efficient meeting the executives in charge should, after its formal opening, call one of the field representatives for comment about business in his territory. When the solicitor gets to his feet and begins the usual polite "yes-man" speech he should be brought up short with, "What's your real difficulty?" If the man says the price is wrong, instead of dismissing this as a weak excuse for his ability to sell, the executives should ask if all the other salesmen are of the same opinion. Then if the consensus reveals that all competitors are lower on certain items, the production manager should be brought to account. Salesmen must not be blamed for extravagant production.

If, by this same measure, the ma-

jority of the contact men agree that the advertising is not doing an effective job, even if the advertising agency is the best in the world, the advertising manager should be called on to adjust his methods to those the salesmen feel will be more effective.

It will be no easy task to coax this courage and constructive criticism from the salesmen because they have been bound by fear and silence too long. However, if this task is accomplished the results will be profitable and worth the effort. Too often a salesman has had to go to another firm to get unprejudiced credit for ideas or ability. In such cases one manufacturer has paid for the teaching, while another has profited from the knowledge.

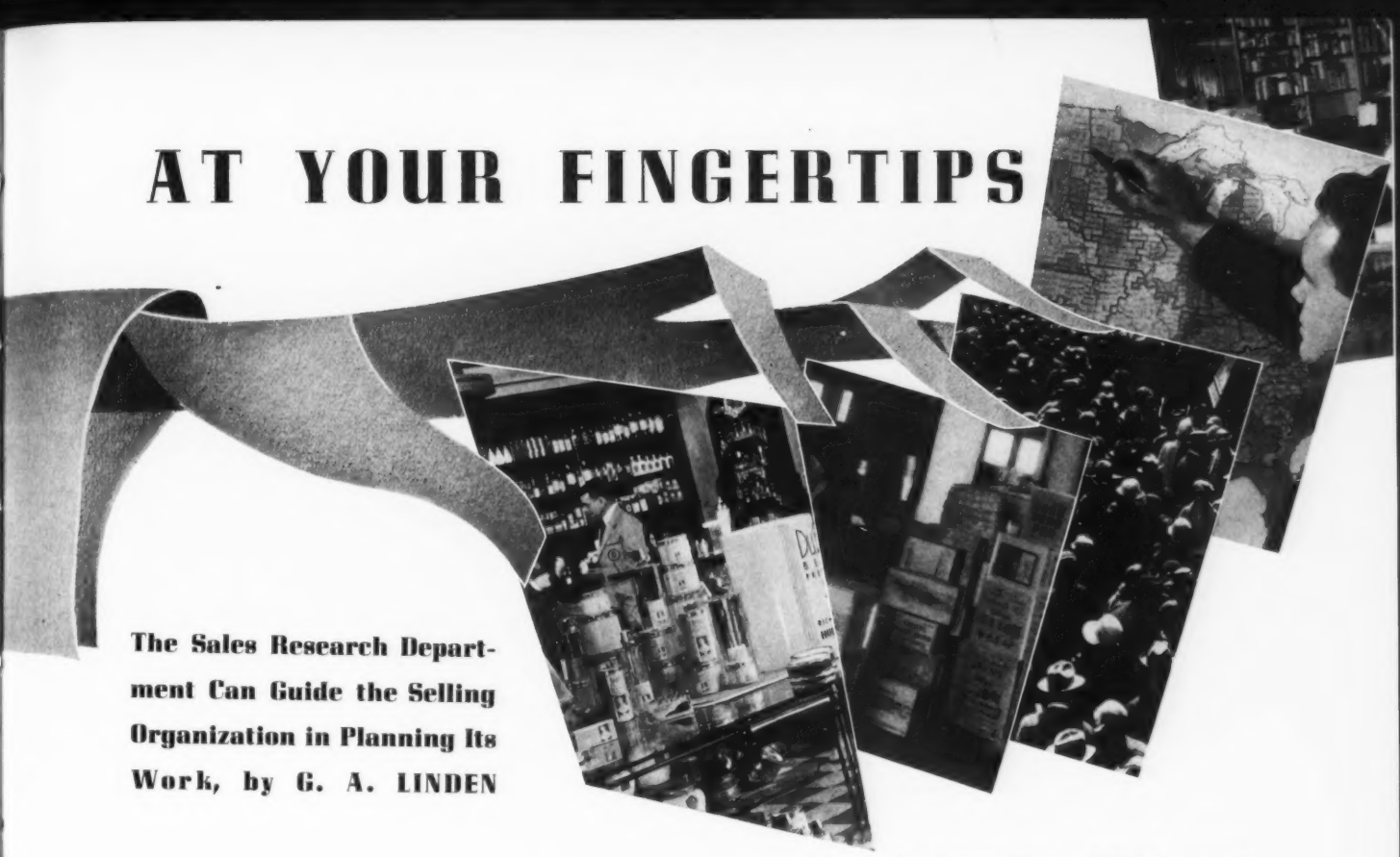
Finally, speeches, pep talks, and all the usual appurtenances of sales meetings should be banned. Once the salesmen are encouraged to do the talking they will awaken their own enthusiasm and it will be a much better brand than that supposed to be aroused by the president, the sales manager, the ad man, and others whose discourses are usually so painfully frequent and extended.

In this era of keen competition there must be no wasted energy, efficiency, ability, or aptitude. Every organization down to the last man needs to extend itself to its fullest capabilities to harvest the profits that are again budding here and there about the country. What better way to develop the salesmen's unknown resources than to encourage him to "speak right up in meetin'."

Argentine Advertising Statistics

The Argentina cosmetic and toilet trade journal "Capa" recently published figures regarding the amount of advertising which has been done during the first 6 months of 1935 by different brands of face creams, tooth pastes, cosmetics, soaps, and other comparable toilet preparations. These totals represent advertising run in certain newspapers and magazines. The number of square inches of space display for the different types of products were as follows: (Figures for American brands given in parentheses): Face creams 11,000 (6000), tooth pastes 20,000 (14,000), cosmetics 4000 (1000), polishes for finger nails 2000 (1000), soaps 27,000 (10,000), shampoos, tonics, etc., 2000, perfumes 10,000, and miscellaneous 17,000 (5000).

AT YOUR FINGERTIPS



The Sales Research Department Can Guide the Selling Organization in Planning Its Work, by G. A. LINDEN

IF no small business firm can afford to guess its markets and its methods of developing them, how much more important it is for a large company to eliminate or minimize to a negligible degree any guesswork. The era which ushered in sharpshooting sales methods and complicated markets intensified the need of research and market analyses. Hence, the sales research department.

The sales research department acts as a gauge of sales efforts, sales quotas, and advertising effort. It is a fact-finding department; a department that gathers in information down to the minutest details in order to explain what has happened in the past, as well as to help plan what will happen in the future.

There is no better way to explain its operations than to detail the actual methods employed by this department in one of the country's largest toilet preparations houses with which the writer is familiar.

From a duplicate order, the original of which has been approved by the credit department, the sales research department enters the items of the order on separate cards by a punch system. This is possible because the duplicate order has been coded. The punched cards contain the following

information: date and invoice number; customer number and type of outlet; location—city, county, state, territory; and commodity—quantity and amount.

At the end of each month a summary of all of the data is made. The summary gives the total of products, their sizes, and the types of outlets. These totals are then entered on large sheets which show the sales for the same month and the same period to date for two preceding years. The large sheets tell the story of gain or loss in the various outlets, as well as for all outlets combined.

Since in this particular case so much of the merchandise passes through wholesale channels, a territorial breakdown is made. The United States is divided into 50 areas known as "major territories." These are spheres of jobber influence—the territory covered by the jobbers in each area. Because of the fact that not all the merchandise ordered by a territory is consumed there, as well as the fact that outside merchandise finds its way into any given territory, it is not possible to arrive at sales and consumption figures that correspond exactly.

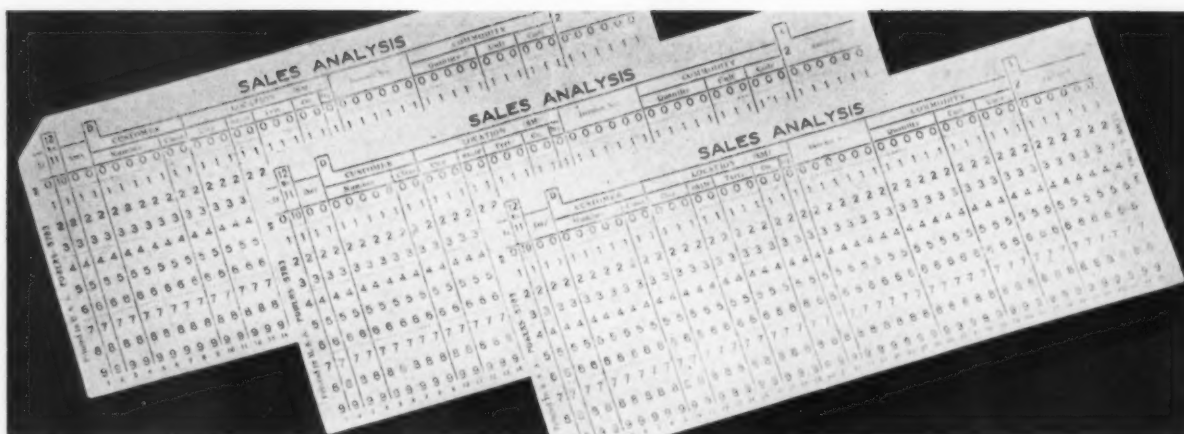
These 50 major areas have been further divided into local areas. A major area may have anywhere from three to 17 local areas. In all, there are 250

local areas. These subdivisions are determined according to the location and importance of cities and jobbers.

At the end of each quarter total sales by major areas are tabulated as well as the outlets analyzed. Sales in the local areas are also tabulated, but, except in rare cases, the type of outlets in the local areas is not analyzed. With this information it is easy to make comparisons of the corresponding quarters for the two years past, as well as the quarters just preceding any given quarter year.

These sales tabulations of major and local areas determine the salaries and traveling expenses of salesmen. While the allocation of such expenses is easily determined by territories, the allocation of advertising is not so easily planned. Naturally, advertising should be divided according to whether it is local or national; and its cost must be borne by the major and local areas as proportionately as possible.

Following this principle, campaigns in newspapers, on posters, painted signs, car cards, etc., are charged to the local areas in which the advertising appears. On the other hand, advertising in national magazines, trade papers and such media is charged on a circulation basis. That is, the cost of advertising in each publication is distributed by territories. In order to keep matters up to date as much as possible,



The Research Department's Cards Afford a Complete Analysis of Sales

each quarter year calculations are made to determine advertising expenditures. Such calculations indicate with a fair degree of accuracy the ratio between advertising costs and sales.

When local advertising campaigns are being planned, the sales figures are of greater help. In other words, it is easier to keep a fair ratio between the sales totals and the advertising totals.

Sales totals, whether by major or local areas, are of inestimable value, but knowledge of the type of sales outlets is of great importance also. For instance, it is very useful to know if a group of independent drug stores is buying as much after its acquisition by a chain as before; if an increase of 40 per cent in orders from such a newly acquired group is really the good news it might seem to be. In order to know the record must show just how much the parent chain has expanded. How will such acquisitions by chains affect the old distributing channels? Will the old method of dealing through the local association, the local jobber, or even direct, be replaced by the chain's group buying policy or the chain's buying direct through its individual stores?

The important thing to get at is the net result of these changes: hence, an analysis of sales by type of outlet is necessary. The same procedure is adopted in analyzing sales through any other type of outlet. Sales to all types of outlets we analyze separately.

In any business, in any state, or in any city, the larger customers, relatively few in number, account for a disproportionate amount of the sales. It is often quite possible that in a territory where ten jobbers are doing business, the three largest may prove,

upon analysis, to be doing 60 per cent of the total business. You can appreciate, then, how important such information is to the sales manager.

The third use of the sales research department, besides helping to determine sales effort and advertising expenditures, is to establish quotas. The best gauge to what a given territory should produce in the future in sales is what that territory has produced in the past. Furthermore, when distribution in any given territory is complicated, detailed figures are all the more necessary.

There are other angles of selling that can be wholly or partly straightened out by the sales research department. Take the matter of climatic and local conditions, for example. A survey of the users of dentifrices some time ago showed that of the 25,000,000 families in this country, only 9,000,000 use a dentifrice. It was further found out that the use of a dentifrice is far larger per 1000 urban families than per 1000 rural families.

Then there is always a question of the relative value of advertising media. The sales research department, by recording the sales in connection with each advertising campaign, is able to point out the ratio between sales totals and advertising expenditure totals. From these analyses the advertising media are chosen.

If the sales research department plays an important part in giving a clear picture of what has happened in the past, it is also important in planning future campaigns. With its records of past performances, it can clearly point out the cities, or sections of the country, which should be exploited with increased sales promo-

tion and greater advertising effort.

I once unearthed a striking example of the value of sales research. I had been called in to help a manufacturer analyze his sales. At that time he knew that he had 500 outlets located in 46 states and it seemed fair to assume that he should go in for national advertising. Upon investigation, however, I found that 6 per cent of the total stores selling his merchandise did 60 per cent of the retail business; another group totaling 4 per cent of the retail outlets did 25 per cent of the retail business; while 90 per cent of the rest of the stores only did 15 per cent of his volume.

I further found that over 90 per cent of his sales were made in cities of 100,000 population or over. This meant that a handful of the more densely populated states with large cities accounted for the bulk of his business, whereas in some states the sales amounted to less than \$200 a year.

To sum up, the sales research department is really the coordinator between sales and advertising. This coordinating branch of a business firm corresponds to the intelligence bureaux of an army, and is probably as important to success.

Bulgarian Rose Oil

The Bulgarian government has set a price of 4 leva per kilogram for roses for this year's (1935) rose oil production. It is expected that about 12 million kilograms will be delivered to the distilleries. Production of rose oil will be concentrated in 20 distilleries under the direct supervision of the Agricultural and Cooperative Bank. (*Consul Cavendish W. Cannon, Sofia, Bulgaria.*)

HERACLEUM LEHMANNIANUM

DESPITE the strenuous efforts of chemists to produce synthetic anethol as single hitherto known sources of this substance there remain only two plants of the *Umbelliferae* family, namely: anise (*Pimpinella anisum* L.) and fennel (*Foeniculum vulgare* G.); both plants being cultivated on a large scale in U.S.S.R.

There has been recently, however, discovered a new source of anethol (*Heracleum Lehmannianum* Bge), from whose green leaves essential oil has been extracted containing anethol- $C_{10}H_{12}O$, at a rate of 80 per cent.

The plant in question has been discovered by the expedition of the All-Union Institute of Plant Industry in the region of Ghissar range in Tadzhikistan (Central Asia). The plant is called, in Tadzhik language, "baldergon" or "tuta-kala" and belongs also to the *Umbelliferae* family. It is a perennial plant, the stems attaining some 3-8 feet in the height.

In the places where it grows in a wild state, *Heracleum* begins to flower the first half of June and blossoms up to the end of August. The fruits begin to ripen to the end of July and up to coming of winter (the higher is situated the locality above the sea level, say from 5000 up to 7800 ft., the later flowers the plant and the later ripen the seeds).

Heracleum is distributed mainly along the moist canyons and the slopes of mountains of humid, high zones, reaching alpine meadows. The plant develops very exuberantly, not being attacked by any diseases. In very moist places, the thickets of adult plants are hardly passable because of their density.

Recent surveys made by the chief of the expedition of the All-Union Institute of Plant Industry, V. A. Vyshensky, have shown that huge overgrowths of *Heracleum* are spread in Tadzhikistan along the Zeravshan and Turkestan ranges, allowing to obtain essential oil by tons. These natural overgrowths of *Heracleum* may be readily increased

by broadcasting seeds in the bare, moist canyons of whole Central Asia.

Cultivation of *Heracleum* may be moved northwards (even up to the 60 deg. of Northern latitude). Being a perennial plant, it may be utilized during 10-15 years. In favorable conditions, two crops may be obtained during one season.

Essential oil is contained in the leaves as well as in their petioles, its rate varying from 0.25 to 0.40 per cent of

the weight of freshly cut leaves, while when extracted from leaves with petioles attached, this rate reduces to 0.20-0.30 per cent. The essential oil in the green leaves and petioles is mainly represented by glucosides and the rate of essential oil depends, therefore, upon the ferments causing their segregation into glucose and essential oil.

In accordance with the age of plants, an acre of a dense overgrowth of *Heracleum* yields some 4-12 tons green leaves with petioles, from which 22-88 lbs. essential oil may be obtained, which is equivalent to 17.6-70.4 lbs. anethol.

When comparing with the yield of anethol from same area planted with anise or fennel, all the advantages of *Heracleum* may be easily seen.

Thus one acre of fennel yields 176-400 lbs. seeds, from which 2.2-22 lbs. anethol may be produced, while one acre planted with fennel yields 112-280 lbs. seeds, from which 5-22 lbs. anethol are obtained.

From the agricultural viewpoint, both plants are inferior to *Heracleum*, since anise is badly infected with fungous diseases, while the perennial fennel has to be converted into an annual crop, as it suffers badly from frosts in

the temperate zone, where it is chiefly cultivated.

Another advantage of *Heracleum* is this: that it furnishes also a good fodder for the cattle. The waste of anethol industry could, therefore, be converted into a palatable ensilage. Besides, *Heracleum* represents also a food-stuff for cooking soup—the so-called borsch. The local population utilizes the ash of this plant for preparing a good, black soap of highest quality.

Toilet Preparation Exports Up

United States exports of cosmetics, perfumes, soaps, etc., show substantial increase for the first nine months of 1935. — Exports of soaps and toilet preparations for the first nine months of 1935 advanced to \$5,120,000 from \$4,545,000 during an equivalent period of 1934. The increase in soap exports was not as large as were those of toilet preparations, the soap figures being as follows: 1934 (nine months) \$1,713,000; 1935 (nine months) \$1,791,000. On the other hand, exports of toilet preparations for the period under review rose approximately \$500,000. The figures being as follows: 1934 (nine months) \$2,832,000; 1935 (nine months) \$3,329,000.

Eliminating such soap items as laundry, powder and flaked, scouring soap powders, etc., there were only 3 of the 20 strictly toilet preparation items that did not show increases for the 1935 period. Fairly substantial increases with the amount were as follows: Dental creams, \$115,000; toilet or fancy soap, \$97,000; other dentrifices, \$76,000; talcum, \$65,000; lipsticks, \$42,000; manicuring preparations, \$38,000; hair preparations, \$15,000, and other toilet preparations \$92,000.

By J. Wassermann
Consulting Chemist
Moscow, U. S. S. R.

EDITORIALS

Designer or Builder—Which?

The cosmetic industry over a period of several years has accomplished some very notable things in the packaging of its products. One of the earliest in the field with beauty of design and construction, it was for some time the undoubted leader in this field of endeavor.

Recently, its progress has not been so rapid. Other industries have come to the fore, some by following the example of the cosmetic manufacturers, others through methods of their own. At the moment, there seems to be some doubt that the industry is still leading the procession. One or two others, notably the liquor industry and the foodstuffs field, seem to have outstripped us in the search for and development of handsome containers.

Cosmetic packaging is still a long way from perfect. Some of its recent developments have come as a distinct shock to those interested in the betterment of the industry's containers. There have been comparatively few outstanding packages in the field in recent months and it would be difficult to count as many as ten over the last year. This is the opinion, not of this magazine, but of competent package experts. It is confirmed by the paucity of awards to cosmetic packages in recent "contests" as compared with those which have gone to other industries, not nearly so well adapted by the nature of their products to take full advantage of the art of the designer.

There seems to be a three-cornered conflict on many of the industry's packages in which the manufacturer, the designer, and the maker of packages all take viewpoints at war with each other. The resulting compromises have undoubtedly played a rather important part in the obvious failure of some packages to attain the success to which their cost might seem to entitle them.

Many manufacturers have very fixed and definite ideas regarding their packages as well as their products. They seem to employ designers or package suppliers largely to confirm them in these preconceived ideas. Very few are by nature or training competent to devise a package. A great many are hardly fitted to pass on the finished job. But, because it is their product, they feel that they must have the ultimate word. They would scarcely take the same attitude toward their doctors or their lawyers, although they feel fully competent to preside over a major operation on their packages or to judge the merits of a discussion between designer and engineer.

At the same time, if designers and package producers confined their fights to battles with the manufacturers, the

situation would undoubtedly be much better. As it is, these two are also constantly at swordpoints. The package manufacturer, in general, is reasonably well equipped, not only to turn out the package, but to judge its merits and demerits of design and practicality. Many of them have design departments; some, exceptionally good ones. Naturally, they have faith in these departments and believe that they can turn out work the equal of any that can be produced by the professional designer. At the same time, these departments are not paying ventures, excepting as any service department pays its way by the creation of good will. Why many of them resent the introduction of an independent designer into the picture is a mystery. And yet that resentment is a very obvious factor.

The designer in turn complains of the apparent lack of progressiveness of the package maker. At times, the designer on the face of it seems quite justified in his complaints about the attitude of the supplier. It seems to be much too easy for the package manufacturer to greet a new design with, "No! That can't be made! And, even if it could, it wouldn't go through the machinery." This, in some instances, despite quite competent evidence to the contrary in the form of actual packages which have "gone through the machinery" to everyone's satisfaction.

It should not be too difficult to compose these and all the other existing differences. That they need to be composed, is evidenced by the decided lag in the progress of cosmetic packaging. Perhaps a little more backbone among the designers along with a slightly more progressive viewpoint on the part of the suppliers would help. Certainly a greater willingness on the part of the manufacturer to profit by the services for which he is paying is badly needed. Is there no way in which the three groups can be brought to cooperate for the ultimate betterment of all of the industry's packaging efforts?

Neither Encouraging Nor Alarming

Some years ago, Dr. Marston T. Bogert offered the prediction that synthetic perfume materials would one day supplant natural flower products almost entirely. Indeed, if memory serves, Dr. Bogert's statement was even more definite and omitted the qualifying phrases entirely. The resultant controversy formed an interesting interlude in the somewhat tedious business of purveying raw materials to makers of soaps and toilet preparations.

Now have come certain developments in America which again shift the spotlight away from the industry's other and more important problems and focus it upon the raw material situation. A short time ago, there appeared in this magazine a very comprehensive article on the experimental production of geranium oil in America. Somewhat more recently, we published a report on the production of sweet basil oil in Virginia. In the October issue, we completed publication of an article on lavender production in the Pacific Coast section. Undoubtedly we shall report from time to time on other developments of the same sort. Experimental work along several other lines is being con-

ducted seriously with a view to determining the possibilities of domestic flower production.

Dr. Bogert's dire prediction has not yet come to pass, nor does the time when synthetics will quite replace natural materials seem to be any nearer than it was when he first ventured the prediction. Experimental work on floral products is not new to America, but we seem little closer to any real commercial results than we were a decade ago. Neither the growth of our synthetic chemical industry nor the expansion of our experimental flower fields has made any recent material change in the formulary of the perfumer or the course of the essential oil business. It is

scarcely logical to believe that there will be any material change for many years to come.

Those among perfumers who may have been sanguine enough to anticipate a sudden and miraculous development of California's flower fields and a flow of competitive floral products into the market are doomed, we believe, to many years of disappointment. Those who sell the products of Southern France need have no immediate fears from an American flower oil industry. Perhaps one day we shall have such an industry, just as Dr. Bogert's prediction may one far day be fulfilled. But there is nothing either encouraging or alarming in immediate prospect.

the Old Man with the Lantern

The cosmetic industry has never been noted for the modesty of its advertising claims. Maybe that is why it is so frequently mentioned as a branch of the drug industry. The latest classic to reach this department's cavern is one expatiating at length on the merits of colloidal gold as an aid to cleanliness and beauty. It mentions the usual eminent dermatologists but is beautifully vague on specific qualities, amounts, and even effects. Dermatologists have experimented with gold for a long while but we know of no two who agree on its merits and several who wonder what the merits, if any, are. Well, it will probably be a good sales angle and it certainly can't hurt the price, nor, in the probable quantities used, the consumer, either.

This department used to "read everything." It still does so far as time permits. Which accounts for its having seen in the *Journal of the American Medical Association*, a swell little story about overcoming the alliaceous (garlic to you) odor. It seems that scrubbing teeth and tongue and rinsing the mouth with a solution of chloramine (4.6 gr. in 30 c.c. of water) does the trick. We haven't tried it, the family cook not being garlic conscious, but we know a lot of people who might. Swell hint for the mouth wash people, too. Step right up. No charge for the service.

Running over a list of new companies, as we often do in search of curious and intriguing names, we came across the height of something or other in the incorporation of "Mary Earl, Inc., N. Y., barber and hairdressing." Such instances of fine, unconscious imitation seem to happen frequently in this cosmetic business. This ought to be material for a psychical survey. We nominate Dr. Donald Laird for the job, if his Sunday feature work ever allows him enough time for it.

Are there too many cosmetic lines? We heard that in the industry, but not in the stores. Too many items, everyone admits. But buyers tell us they would welcome a new line—if it is right. Which, by and large, is a very big if. And what does a buyer mean by right? There have been a number of very "right" lines that the stores couldn't or wouldn't see with a telescope.

One of the neatest advertising stunts in this or any other industry is the P & G soap sculpture contest which has developed into an international affair. Even this department which has no whit of finger cleverness has been tempted to make at least one poor cat out of "Ivory" and send it in. And this department is reasonably cold blooded to most advertising appeals.

Of course, it wasn't intended as an advertising scheme, but if we had an agent who could think up one only half as good, we'd give him a bonus in addition to his commission. By the way, the next "Ivory" sculpture contest closes May 1, 1936. Maybe we'll try that cat after all.

A friendly perfumer permitted us to carry away from his library a copy of Rimmel, and a very handsome copy at that, printed in Paris in 1870. We still have it and believe we'll keep it for we found most of its pages uncut. We trust no traditions were violated when we cut some and came across the "Horologe de Flore" and cribbed it for this department, along with the descriptive material which associates each



Horologe de Flore.

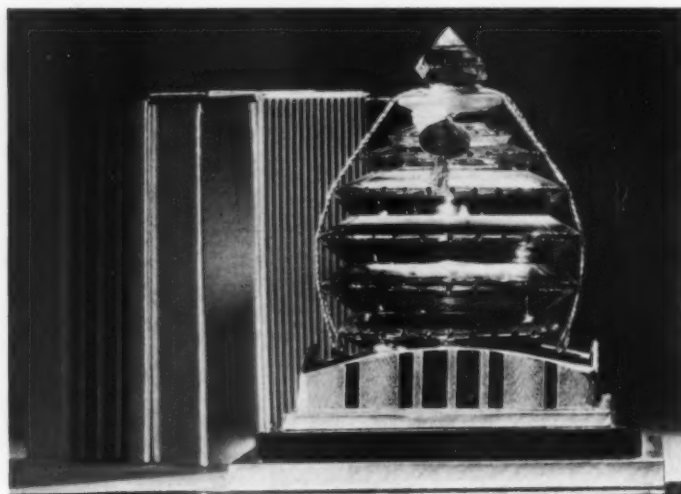
- | | | |
|----------------|-------------|------------------------|
| 1 Rose. | 5 Liseron. | 9 Cactus. |
| 2 Hélio trope. | 6 Géranium. | 10 Lilas. |
| 3 Nénuphar | 7 Réséda. | 11 Magnolia. |
| 4 Jacinthe. | 8 Miller. | 12 Violette et Pensée. |

hour with its appropriate flower and fragrance. There is a lot more material in Rimmel which might be of service to either perfumer or ad man. Try and get that book away from this department's alcove!

FREEGIFT PATCHIN.

new products and

by RUTH HOOPER LARRISON



1 . . DELETREZ: "Parfum Inalda" is a substantial addition to the decorative perfume packages which are vying with one another on the counters today. The bottle, designed by Lalique, is roundish with sharp ridges hand decorated in tiny black dots at equal intervals. The silver cord securing the stop-

per follows down each side and clips over metal hooks making for further security on its black velvet base. The box is done in black, silver and white, heavily banded in ribbons of cardboard. The silver and white banding is the more delicate and perhaps expresses the package more artistically than the black and silver banding. The odor of the perfume is a lovely blend of strong, rich accents, with a very individualized lift, spicy at first and drying off to a lush flowery finish; arresting and attention getting. Incidentally, men seem to respond very quickly to this type of perfume—and very favorably. Clever sales girls will no doubt be

smart enough to offer them whiffs when the gentlemen in question are undecided which of the perfume array to take the best girl friend.

2 . . JOHN-FREDERICS: Up where the price range is rarefied there appear a bevy of new products created by our own American milliners and the perfume christened "Golden Arrow." I like the name, particularly for perfume. This package comes to the counter in a burlap-like sack, red silk cord and blocked brown letters. When bag and box are removed the bottle appears with its golden arrow stopper and the available accompanying atomizer closure. The perfume is an extremely heavy, fruity, floral that dries unexpectedly pleasant. In addition, there is a face lotion—two blends, one for dry and the other for oily skin. The sophisticated simplicity of these lotion packages is extremely foreign in atmosphere. Cord and sealing wax are used for decoration, giving a delightfully smart and unusual effect. Distribution is exclusively reserved for the shops carrying the John-Frederics hats.

3 . . MUELHENS: Hurray for the new "4711" package! It is certainly attractive, modern and so very masculine it should make even an old maid's heart flutter! In fact, this package leaves the old "4711" outfits far behind in both eye appeal and smartness. The intense



packages

blue, gold, white and black color scheme is well balanced for color harmony, the spacing is very satisfying and the lithography amazingly clean. The name "Sir" is another high spot of appropriateness. I expect many a Christmas sock will bulge with one of these.

4 . . PLOUGH: The "Black and White" Plough Inc. line is all decked out in new dresses and ready to go places. However the jars are private mould by Hazel Atlas and the labels are nice and legible. I like the use of a patch box for the bleaching cream. The only drawback to this type of container being the inability of securing the cap for traveling once the seal is broken. Some day somebody is going to get sufficiently inventive to do something about it!

5 . . LENGYEL: Redsmay riot in Russia but Catherine the Great's perfume survives to remind the world there is still some Russian luxury available—if it's only a perfume! "Essence Imperial Russe" (printed in Russian characters on the label as well as in English) comes in a most impressive cut glass container with a furry effect at stopper and label that reminds one of precious ermine. The delightful and very continental label is a family album of great Russian potentates of past glory together with their coat of arms and, of course, the imperial double-headed

SPECIAL RECOGNITION

THE choice for the outstanding package of the month was uncomfortably close, yet in my opinion, Bourjois's "Flamme" answers so many requirements of a perfect package—and a perfect product—that it deserves this special position. Odeur, bottle and box are an exotic interpretation of a color symphony. First comes the box with its ivory background setting off the raised flame-colored nosegay and crowned on the tippy top with a hemisphere of simulated seed pearls. Then comes the bottle on its gold and ivory paper base rising up with the dignity of an oriental temple, subtly curved in rich undulating lines and with a crystal clear stopper shaped like a



Rajah's jewel. The label repeats the flower spray and the perfume itself is a deep reddish gold in color. The odeur begins with a rich, flowery note immediately followed by a spicy oriental build-up. It is exceptionally well balanced, conveying in scent as well as in package the splendor and adventurousness of the Orient. The Renaissance colors and Eastern accents of the present season make a perfect frame for this perfume's sumptuous tempo.

eagle which has been making such friends with our own American eagle wherever cosmetics are concerned. The counter display, showing three modest sizes, the smallest beginning at a most conservative price, is guarded over by

the same trusty king of the air. The odor is as regal and imperial as its name implies and no doubt should make as great conquests as Catherine herself.

6 . . AYER: Harriet Hubbard Ayer has repackaged its satin-wood back complexion brush together with "Cream Soap." The simple and smart ensemble answers the increasing demand for a soap and complexion brush. Incidentally, in a December 5th, 1907, copy of *Vogue* in my files, a column advertisement of this old and famous house lists among its other items "Genuine Complexion Brush—an original invention of Mrs. Ayers," so I guess we'll have to give Mrs. Ayer credit for being the grandmother of face brushes, something like thirty years before the rest of the crowd got around to them.

7 . . HALEY'S: "Dr. Haley's Personal Soap"—in tubes—offers the super-super hygienic method of packing soap. The tube is white with blue printing





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and cap. Perpendicular and vertical lines are used for decoration and tiny dots uniformly placed. It reads "For hands, face and shampoo" and also "For particular people." The product is pleasant to use, very soapy in odor, and works up a soft lather. Personally, I like a tube soap for traveling rather than a cake in a soap box which is so frequently difficult to open and close. As this is to be a ten cent item it should enjoy a comfortable reception.

8 . . CHERNIER: According to news releases, another scion of "noble lineage" enters the game. This time it's Marina de Cherner, Russian, with a handful of Austrian formulas done up in very attractive packages. Jars are of black glass capped in black metal and labeled handsomely in silver, black and red. The red strikes a distinctive note, picking up the black and silver most impressively. Bottles are clear flint, capped in black and labeled uniformly with the jars. Prices are moderately high but somewhat different, relatively, to the usual pricing. Distribution is to

be through one store in each city. Besides "Skin Tonic," "Astringent," and a liquefying "Cleansing Cream," there is "Almonda" cream for normal skin, "Skin Food" for dry skin and "Satin" cream for oily skin. The foundation cream has a delicate spongy consistency which seems quite appealing.

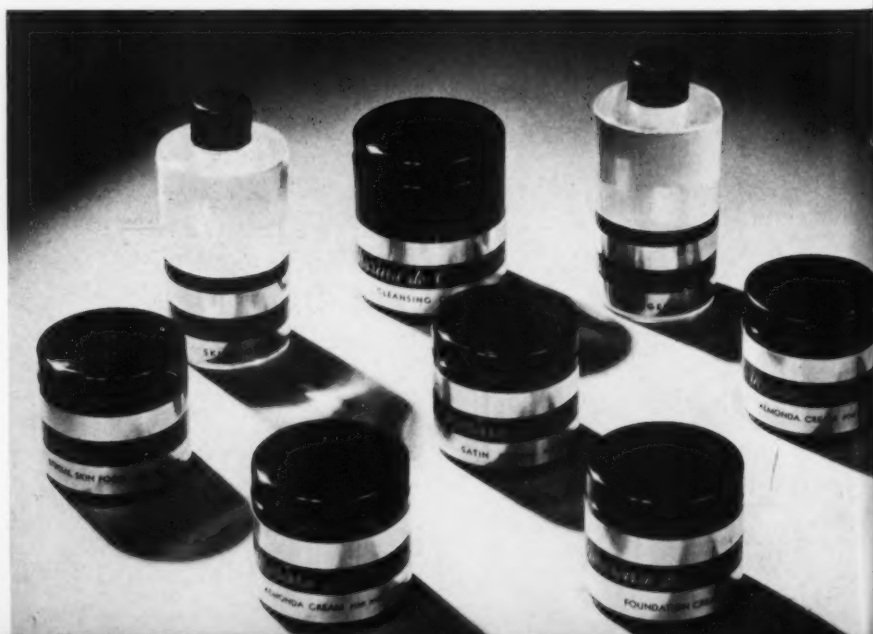
9 . . DENTIFRICES: If you are tired of using either tubes or cans for your tooth cleansers, here's what appears to be a practical plastic innovation made of "Durez." The tooth powder is compressed into a cake and slipped into the plastic compact. The cover is easily removed and the wet brush, passed over the surface, picks up sufficient powder for an application. In France this method of packing dentifrice seems to be gaining in popularity. Of course it would be easy selling if the compact and tooth brush were of uniform color and each member of the family had his own, since many people would react unfavorably to the over-familiarity of a community compact where teeth are concerned.



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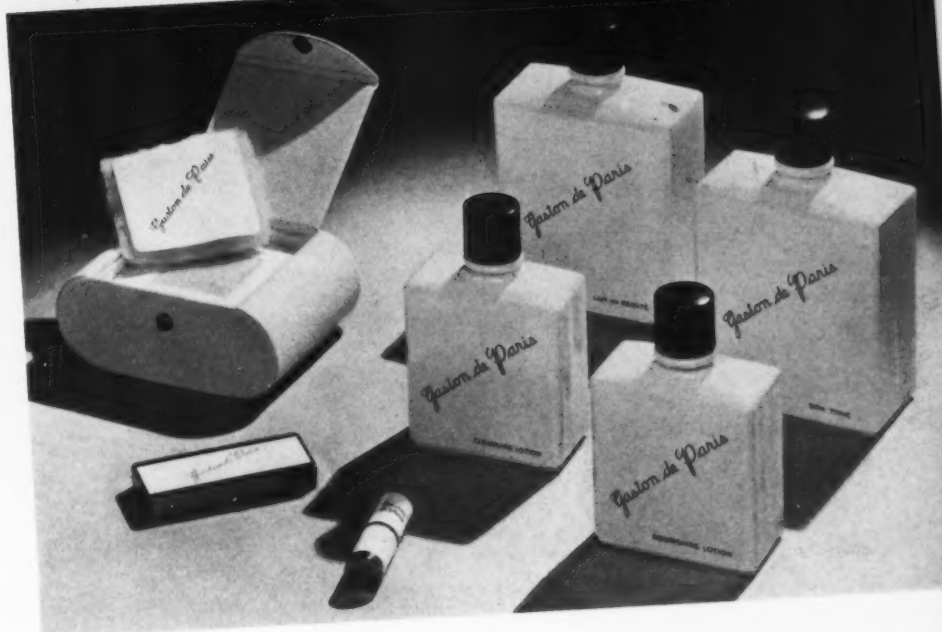
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10 . . GASTON DE PARIS: Another of the higher priced, one-store-in-a-city line is introduced by Gaston de Paris. This time all creams are in liquid form and in two sizes. "Skin Tonic," "Lait de Beauté" (hand lotion), "Nourishing Lotion" and "Cleansing Lotion." The bottles are of flint covered with an opaque white surface with sapphire blue caps. Embossed decalcomania in blue inscribes the name across the surface of the bottles. Makeup items are in blue and white metal cases. The powder container strikes a new note of box design for its originality of shape. It is covered in a simulated white leather with the name in blue. The entire ensemble is very attractive, business-like and efficient looking.

11 . . DAGGETT & RAMSDELL: "Elorda" creams are creating a stir in the one-store-in-a-city field of cosmetics. If the products can live up to the beauty of the packages the line should become a dominant factor in the market. Squat, black jars with a delicate foot, and cut-in shape both at top and base are decorated with two raised parallel lines meeting the label in front. Gold stenciling of the name is the only decor on the black labels, and the jars are capped in black metal. This package is really one of the finest achievements in jar making which we have seen for some time. The two containers nest on an oval black and gold base with a telescope cover wrapped in shiny black paper. The entire package comes wrapped in more of the shiny black paper and tied with a wide golden grosgrain ribbon. Both creams are a strawberry pink, the "Revitalizer Cream" slightly heavier than the "Elorda" (cleansing) cream and the scent is delicate and pleasant. We hope their claims can be substantiated for cosmetics today are in a position of challenge from the consumer.

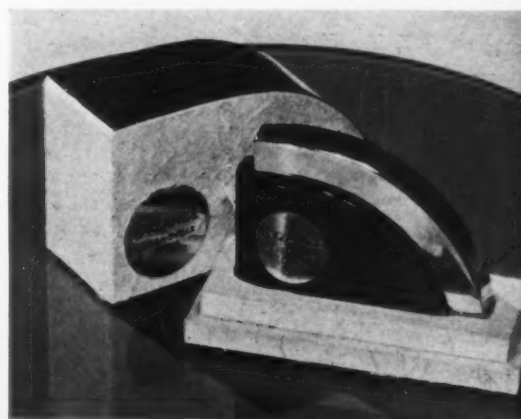


12 . . GRENOVILLE: "Byzance," already having chalked up history for itself, is now prepared for a new record by adopting an extremely modern package. The black glass bottle is capped by a brilliant gold finish metal band which extends down one entire side of the container and conceals the small ground glass stopper beneath. The base is covered in an egg-shell white Japanese type of rough hand-made paper while the box employs the same paper finished on top with a harmonizing gold metal band. A very interesting and unique package.

Another offering from this same house is the quartet of "Byzance," "Casanova," "Avant Fété," and "Oeillet Fane" in a fascinating new package. These small sizes are in delightfully shaped bottles, capped in a relief pine cone design in brass. They stand up very perky on a golden metal and white plastic base. The cover is also of white plastic topped in a gold effect metal medallion.

Each tiny label is readily distinguished by its color and design. The entire outfit is a fine piece of craftsmanship and worthy of a most enthusiastic reception by the public.

The growing acceptance of groups of perfumes in small sizes is increasing the variety of perfumes used by the consumer and, incidentally, helping to make counter sales more lucrative as well as easier.



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MAY REVERSE "CHAREST" RULING

by FELIX BELAIR, Jr.

Study by Bureau Expected to Make Packager of Bulk Goods Liable — Not to Be Retroactive.

WASHINGTON, Nov. 12.—A modification or complete reversal of its former decision defining "who is the manufacturer" for cosmetic container tax purposes may result from a thorough reexamination of the question, now under way in the office of the General Counsel of the Bureau of Internal Revenue.

The study is being made against the background of Section 619 of the Revenue Act of 1932, which provides that, "in determining, for the purpose of this title, the price for which an article is sold, there shall be included any charge for coverings and containers of whatever nature." There appears to be a general feeling among those charged with the administration of the manufacturers' excise taxes that a strict application of the section would require that the 10 per cent levy be made against all containers of toilet preparations irrespective of value and regardless of whether the preparation is placed in the container by the "manufacturer" as originally defined.

Under the old "Charest Ruling" of March, 1933, it was held that containers of toilet preparations were taxable only when they were a part of the first sale of the ingredients by the manufacturer thereof. The tax was held not to be applicable in cases where the packaging or bottling of the preparation was by a concern other than the manufacturer of the preparation. Since that time the ruling has been generally adhered to.

Internal Revenue officials now find,

however, that collections could be greatly increased by the application of the tax to ingredients and container alike irrespective of the point in manufacture or assembly at which the two might be united. They say that in no case would the potential ruling be made retroactive as has happened in modifications affecting the industry. They say, too, that the only obstacle in the way of more revenues from the toilet preparations source is the "Charest Ruling," and that it is for the Bureau's legal minds to find a way around that obstacle. None will hazard a prediction of the outcome of the investigation.

Bureau's Rules Ban "Official" Report

Although this article is written after discussion of the subject with those who administer the excise levies for the toilet preparations industry, the information contained should be regarded as indicating a trend in the Bureau of Internal Revenue rather than what is likely to happen. This qualification is added because of the rigid rules under which the Bureau and its officials must operate. To obtain a certain opinion on the subjects treated here, a manufacturer must retain counsel and enter upon formal consultation with the assembled officials. Thus, no matter how conscientious your correspondent might be, the information obtained is but the aggregate of individual opinions among Internal Revenue officials, and not their collective judgment individually expressed.

The important question now being considered by the Bureau's legal staff is quite different from that involved in the November, 1932, and July, 1935, rulings, as readers of THE AMERICAN PERFUMER will recognize. In the former instance the question was whether cigarette and vanity cases used only incidentally as containers of cosmetics

were subject to the tax as well as small compacts that might have no other use than as containers for rouge, powder, or lipstick. The Bureau here exempted the more elaborate cases on the ground that they had uses other than as containers of cosmetics.

The July ruling was but a modification of the November, 1932, decision, although it is understood to be causing no little embarrassment throughout the industry. In the last ruling it was held that "there is no authority in the law for excluding the charge for a container in determining the sale price merely because of its high value as compared to the value of the toilet preparation contained therein." What appears in the light of subsequent developments to have been an unfortunate, if not unnecessary, statement in the 1932 ruling was one to the general effect that where the only consideration for the price paid was the value of the case or compact, rather than the negligible amount of cosmetics it contained, the container tax did not apply.

But the Bureau went even further and said where the value of the cosmetic was substantial in amount and the fair manufacturers' selling price of a like amount of cosmetic had a substantial relation to the sale price of the completed assembly, the principal article sold was the cosmetic and the tax applied to both. Officials attribute to many manufacturers an unwarranted interpretation that wherever the value of the cosmetic was not in substantial relation to the value of the completed assembly, the tax did not apply to the container.

Purpose is the Determining Factor

The determining fact, officials now explain, is the purpose to which the container is devoted rather than its value. And they further explain that any manufacturer so unfortunate as to

have misconstrued its November, 1932, ruling must be held liable for back taxes on articles manufactured since that time.

But from the standpoint of the disclosure that a study is now being made of the possibility of bringing more containers of cosmetics within the meaning of the revenue act of 1932, the ruling of November in that same year might be regarded as having even more significance than the foregoing. They also stated in that ruling and in no uncertain terms that:

"A person who purchases cosmetics and places them in such cases is not deemed to be a manufacturer or producer of cosmetics. The tax under Section 603 is imposed upon the sale of the cosmetics to him by the manufacturer and not upon the sale of the assembly by him. A person who manufactures cosmetics and places them in such cases for sale should compute the tax on the price of the cosmetics alone and bill the same to the purchaser as a separate item."

In order to come within the purview of the paragraph last quoted, officials allege that some manufacturers of toilet preparations have established or acquired subsidiary companies engaging exclusively in the packaging or bottling of the preparation itself. Pending a decision on taxability of non-manufacturer containers, the Bureau is examining into the corporate structures of such companies to determine whether there is any violation of the "arms length" dealing provisions of the statute. The laws of most states require the filing of such information and little difficulty is expected to be encountered in determining whether a community of interest exists between the manufacturing and packaging concerns.

Not to be Retroactive

That the Bureau is attempting a reclassification of the toilet preparations industry with a view to realizing more revenues from the container source will probably be learned with more surprise by the manufacturers of cosmetics than the observer of events in Washington. But to make sure of his ground, your correspondent asked one official precisely what sort of containers might be affected by the possible reversal or modification of the "Charest Ruling."

Highly decorative bottles and jars of hand-carved crystal were specifically mentioned. It was added that

there was nothing in the Revenue Act to prevent a reversal by the Bureau of a previous ruling, but that in any event a ruling setting aside an older one would not be made retroactive.

The "Charest Ruling" resulted, it will be remembered, from an inquiry "relative to who should be regarded as a manufacturer within the meaning of the law imposing a tax on toilet preparations." It set forth the following hypotheses:

"1. In some cases the 'X' company provides the 'Y' company with containers. The 'X' company retains title to these containers and the 'Y' company packs the articles it manufactures in the containers for the 'X' company. No charge is made for the containers.

"2. In other cases the 'X' company purchases material in bulk from the 'Y' company and then repacks the

bulk material into smaller packages.

"3. In a third class of cases the 'X' company furnishes the 'Y' company with ingredients for the finished material and/or with containers for the packaging of the finished material."

It was ruled that only in the third class of cases was the 'X' company to be considered a "manufacturer" and the containers subject to the tax and the decision ended with following: "The conclusion is based on the view that the person who furnishes the ingredients, which are a component part of the taxable article, to the physical manufacturer actually controls the manufacturing process. However, the container is not a component part of the taxable article and, as hereinbefore pointed out, the mere furnishing of containers by the 'X' company would not make that company liable for the manufacturers' excise tax."

REVIEWS OF TECHNICAL BOOKS

□ HANDBOOK OF CHEMISTRY AND PHYSICS, 20TH EDITION. Charles D. Hodgman, M.S., Editor, 1966 pages, The Chemical Rubber Publishing Co., Cleveland, Ohio, 1935. Price, \$6.00.

This is the twenty-second year of publication of this most useful handbook and each year it is materially improved and enlarged. Revision of the data contained in any of the annual editions is a colossal task, and when the vast amount of new material which is added annually is taken into consideration, credit to the editors can scarcely be overemphasized. It is impossible in the scope of a brief review to stress all or even a large number of the useful portions of the work. We may mention, however, a few of the interesting and valuable new sections, such as: a table of physical constants of organic compounds, with standard nomenclature worked out by Dr. A. M. Patterson; a formula index of organic compounds; a clear statement of the rules for naming organic compounds followed by a table of prefix names of organic radicals; and greatly enlarged sections on magneto-optic rotation and colorimetry, both extremely useful in this field.

The improved arrangement of the organic tables from the tabular to the paragraph style should also be noted. We have criticized former editions for the difficulty which confronted the

reader in these sections. The new style might well have been adopted in the inorganic tables as well. The sections as well are better arranged and the colored index divisions increase the usefulness of the work. Size and binding follow those of previous editions and are excellent.

S.L.M.

□ ANNUAL SURVEY OF AMERICAN CHEMISTRY. Volume IX, 1934. Edited by Clarence J. West. 396 pages. Published for National Research Council by Reinhold Publishing Corp., New York City. Price \$4.50.

This is volume nine of the annual series published by the National Research Council. It is not a text book, but a survey. The book covers twenty-five fields of scientific chemistry. Biochemistry is no longer included in the survey. The work is an excellent reference book, some of the chapters containing bibliography of over 400 works. However, in this reviewer's mind, a valuable addition to the work might be a chapter on applied chemistry.

Each chapter is written by some well qualified chemist; the writers being chosen from colleges and universities, private research institutes, consulting chemists and government experimental stations. This reviewer recommends the book as a useful reference work.

M. G. de Navarre.

Q & A

This department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

15.-"HORMONE CREAMS"

Q. Your Q&A department is very interesting. Can you tell us if the presence of cholesterol and lecithin in a cream justify the name "Hormone Cream"?—A.R., Los Angeles.

A. Positively no. We cannot understand how you ever got this idea. A hormone cream must actually contain hormones, the choice depending on the results you hope to achieve. This is a very difficult field to enter unless you are qualified by training to do so. The present status of hormone creams is highly controversial. The results are still more debated.

16.-PEARL ESSENCE IN COSMETICS

Q. Is pearl essence, the material made in Japan from fish scales, of any use in cosmetics?—A.L., New York.

A. Pearl essence has been used in certain creams and lotions, but not with very satisfactory results. Pearliness is easy to produce in a cream without the addition of any unusual ingredient. In some cases, aluminum powder has been used to produce this effect. Pearl essence is used in nail polishes, although other products are believed to be more satisfactory.

17.-COSMETIC SALES

Q. I have read about the recent increases in department store sales as a favorable business indication. Can you tell me whether cosmetics have shared in this increase and to what extent?—F.J.H., New York.

A. Ever since the beginning of the depression, sales of cosmetics in the department stores have been consistently ahead of general store sales, as revealed by Federal Reserve Bank re-

ports. At times the index of cosmetic sales has been as high as 30 per cent above general store sales. In recent months, there has been a gain in cosmetic sales, but not to the extent that general sales have improved. In August, our index of sales of cosmetics stood at 95.6 per cent of the 1928 level, while the index of general sales was 77.5 per cent. In the near future a table and chart showing the change in the department store sales curve will be published in this magazine.

18.-SOURCES OF ARTIFICIAL MUSK

Q. Can you tell me whether artificial musk is made in the United States and by whom?—R.D., Dallas.

A. Musk ambrette, ketone and xylene are all made in America and have been for some years. For a considerable time only one firm was actually manufacturing in this country, but more recently others have begun the operation. The names of manufacturers have been sent you.

19.-TOOTH PASTES VS. TOOTH POWDERS

Q. Recently I have noticed many more brands of tooth powder advertised. Is the sale of tooth powder increasing and has it cut into the sale of tooth paste?—G.A.H., New York.

A. There are many more brands on the market now than a few years ago, principally due to the success which attended the advertising campaign of one of the old line makers of tooth powders. No statistics are available as to total sales, but a survey by our correspondents published some months ago indicated gains for tooth powder of about 20 per cent in the last two

years. The growth has been limited to about that time. Undoubtedly this has affected the market for paste to some extent, but not by 20 per cent. You must remember that the market for dentifrices is a steadily increasing one.

20.-THE "CHAREST RULING"

Q. Is the Charest ruling, so-called, on bulk perfumes still in effect?—J.R., Cleveland.

A. We presume you mean the ruling of March, 1933, which defined the manufacturer in a number of instances. This ruling, according to Washington, is still in effect (or was when this was written). Under present officials, these rulings change rapidly. However, collectors in some districts are acting as if the new ruling on containers issued in July of this year altered the Charest ruling. The matter will have to be clarified officially before a better answer can be given.

21.-LIQUID REJUVENATING LOTION

Q. I am interested in manufacturing a liquid rejuvenating lotion of the mask type. The lotion must dry quickly and exert an astringent action. Your advice and help will be appreciated.—C.L.P., Seattle.

A. We suggest that you start with some albuminous solution properly preserved. Perhaps a gum solution of some kind may be the thing you want, instead of the former. Therefore, proper choice of gum must be made. The best way to get the astringent action is from the contraction of the film on drying, for the ingredients giving this action may precipitate your mucilaginous materials. To facilitate drying, leave out glycerine, and you might add some alcohol. Honey is a highly recommended ingredient of facial masks.

22.-JOB FOR A PHYSICIAN

Q. We have been readers of your magazine for years and find it instructive to us. Your Q&A department is a great idea and we are going to put it to good use. Please give us an acne lotion formula.—M.L.S., Indianapolis.

A. Thanks for the bouquet. We hope you continue to like our magazine. Regarding your acne lotion, we are sorry to say that this is in the realm of practicing medicine and that we cannot advise you on this. See your family doctor. He will undoubtedly have several good ones for you gratis.



OIL OF CELERY

A Survey by
DR. ERNEST S. GUENTHER
Chief Research Chemist
FRITZSCHE BROTHERS, INC.
New York

OF all the sections of France there are none more fascinating than those parts of the south—"Le Midi," which, stretching from the fertile Rhône Valley in the west, along the blue Mediterranean in the south towards the sunny Sea-Alps in the east, constitute the far-famed Provence. To the lover of nature—to the student of history and literature—to the artist seeking quaint originality, few corners of the world can offer greater attraction and the reward comes rich to the wanderer roaming off the beaten track in La Provence.

Blue is the sky, mild the climate, inspiring all the beauty of this enchanted country. It often impresses one as a fairyland which has not yet awakened from a slumber of many centuries, and the meaning of time seems lost. La Provence is still dreaming, so it appears, of the great days of the Phœnician, the Roman, the Saracen and the medieval knight, and in many parts our modern age is yet far remote.

Every town and village has its history, impressive and entrancing and the ruins on the hilltops bear witness of past power and glory. Roman amphitheaters, triumphal arches, solemn columns and sepulchral monuments remind of the centuries during which La Provence was one of the richest provinces of the Roman Empire. Arched passages, winding narrow streets, recall the days of Saracen rule and the numerous ruins of medieval

castles around which half-deserted villages nestle tell a mute story of knights and troubadours.

Continuously one is impressed by this maze of history and romance. On the spot of ancient Aquæ Sextiæ, the very names of old villages indicate the locality of the battlefield on which Marius through the more skillful and disciplined tactics of his Roman legions exterminated 80,000 Cimbri and Teutons, those first Germanic tribes sweeping down from the northern wilderness and trying to smash the frontiers of the Roman Empire—three hundred years too soon. In Aix-en-Provence, the good King René, poet and painter himself, attracted to his court troubadours and knights and the pageantry of his tournaments in arms and song won fame all over medieval Europe. In Avignon the bulky towers of the Château des Papes bring back to memory the centuries of popes exiled from Rome. After wandering through the silent vastness of arched halls, over the cobblestoned pavement of grim, gray-walled courtyards and under thousand-year-old trees in the multicolored cloister gar-

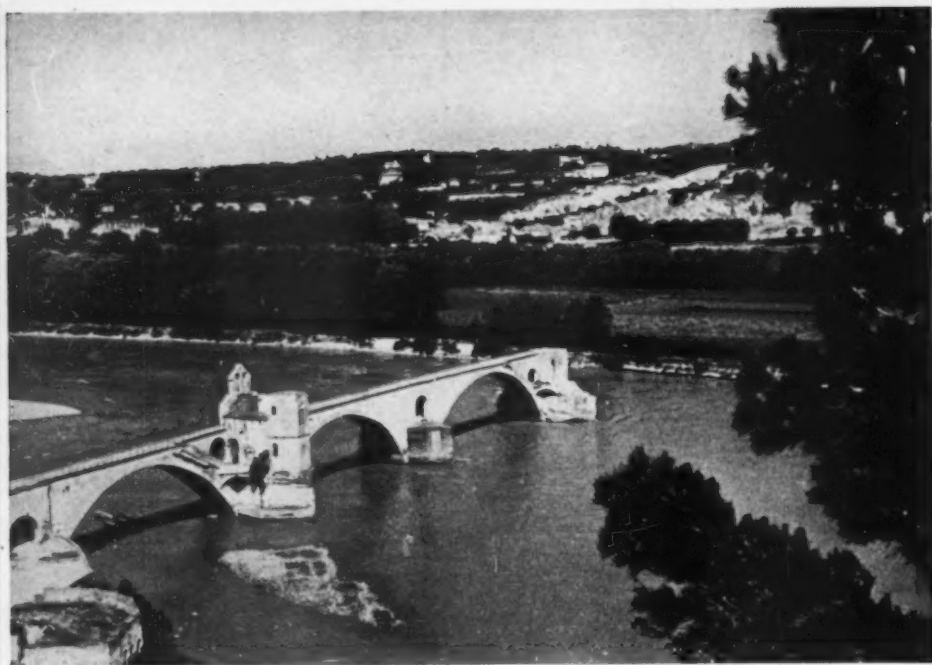
dens, your guide will take you up to the high ramparts and point to the luxuriant green plain surrounding old Avignon, to the Rhône glittering far down under the ancient ruined bridge and to the hazy mountain rims on the horizon. "Voilà, La Provence! country of eternal sun, beauty and romance."

It is indeed a country exceptionally favored by nature. Since time immemorial the Rhône River and its tributary, the Durance, have been carrying down and accumulating in those broad valleys rich alluvial soil which in that warm sun and mild climate became of utmost fertility. Considering both climatic and soil conditions there are only one or two other sections of Europe, the valley of the River Po in northern Italy, for instance, which in abundance and variety of crop can compare with the Rhône and lower Durance valleys. The visitor is impressed by the wealth of that region; seldom does one find such prosperous farmers as, for instance, in Cavaillon, one of the trading centers for truck farm products. All night long, carts and trucks rumble through the streets



Right: Celery Field in St. Remy.

Above: Close-up of Plants.



toward the market place or the warehouses, and the sidewalk cafés are filled with well-to-do producers. Almost every kind of vegetable, garden and field product is grown in that country and fields and plantations appear extremely well kept. The ground is very expensive and therefore not a foot is wasted. Several harvests are possible in many cases and the prime vegetables and potatoes of early spring fetch surprisingly high prices in the big cities of France and other European countries.

St. Remy-en-Provence is another prosperous center and typical of La Provence. Before entering the village the road passes a few well-kept Roman monuments, a memorial tower and a triumphal arch, both commemorating the final conquest of Gallia by the Roman legion. Everything around these lonely monuments is characteristic of La Provence: the serene cypresses, the olive and fruit orchards, the mulberry and plantain trees and the rich green fields of celery, parsley, carrot, poppy, asparagus, tomato, potato, sweet fennel, turnip, artichoke and melon.

But in St. Remy it is primarily celery which has made this little village famous all over the world. There celery is not grown for culinary purposes but rather for the seed, of which very large quantities are shipped yearly to horticulturists, truck farmers of celery and to flavor manufacturers in all countries, particularly in America. In fact, without the large consumption on the part of the United States the celery seed industry in St. Remy could not have assumed its present propor-

St. Remy is the Central Point of the Celery-Growing District. The Picturesque Setting for the Fields is Shown in the Photographs on This and the Following Pages.

tions. Numerous farmers around St. Remy grow celery, separate, purify and store the seed until it is sold to brokers or exporters located in the village or in Marseilles. These "commerçants" ship the seed to Northern France and other countries where it is used by horticulturists in order to grow the plant for table purposes, or by distillers of essential oils, or by flavor manufacturers who make celery salt or extract the seed for celery tonics. The trade in celery seed has greatly increased during the last twenty years and today it has become a highly speculative commodity quoted on the produce exchanges of Marseilles, Paris, London and New York.

Unfortunately a few important brokers in Marseilles have obtained almost complete control over the celery market and therefore over the seed prices. This fact and the tendency of the growers in St. Remy to hoard their celery seed for several years like gold until prices are sufficiently high to sell for large profits altogether makes purchasing a very difficult task. In general, the cultivation of this seed has mostly been quite profitable business and the growers in St. Remy have held a monopoly on this trade, the only other competing cultivations in the Départements of Drôme and Vaucluse being rather unimportant.

Practically no distilling of seed for essential oils is done directly in St. Remy. The great distilleries are located mostly in Marseilles and partly in Grasse. The St. Remy growers raise celery principally for the seed and do not like to sell the stalk and leaf material because in dried form it can be used as fertilizer.

In 1932 the harvest of celery seed was normal; it consisted of about 2,000,000 kilos and the prices paid in St. Remy varied around eight and nine francs. In 1933 the harvest of the St. Remy region was only 1,000,000 kilos and the prices paid per kilo mounted from an extreme low of eight francs to a maximum of eighteen francs. Because of the prevailing cold weather which killed a great many of the plants, the 1934 harvest proved very deficient and amounted to only 200,000 to 300,000 kilos. Prices were speculative and started at ten to thirteen francs per kilo. The 1935 harvest was very abundant, amounting to about 800 to 1000 tons of seed. Prices, therefore, were low and started at about 6 to 6.5 francs per kilo as paid by the exporters to the growers.

Propagation of the celery plant is done by planting the seed during July and August in nurseries. Late in fall, before cold weather sets in, the little plants are transplanted into open fields. The harvest takes place the following August and lasts about eight days. Plants are collected in the early morning; after a few hours of storing the material is dry. Eight hundred kilos of seed may be considered a normal yield per hectare; in bad years it might fall off to four hundred to five hundred kilos. The harvested dried plants are separated into leaf and stalk material. The crude seed material is subsequently submitted to more careful winnowing and finally sifted into seed of various sizes. The whole process of crude and final separating and cleaning of seed naturally results in a number of products which are more or less important to the distiller. We find:

- 1—Large, carefully selected seed.
- 2—Small seeds.
- 3—Wastage (chaff, winnowings) of seed.
- 4—Dried upper branchlets and leaves, after seed has been separated.
- 5—Heavy stalk and leaf material from the whole plant.

Each of these different materials originates from the same plant. Direct-

ly after harvesting the growers roughly separate the heavy stalk and leaf material from the upper stalks (branchlets) containing the seed and some distillers use this heavy leaf and stalk material (No. 5) for distillation.

The yield of oil is very small and the quality inferior. The seed-bearing upper branchlets are subsequently dried, slightly milled and winnowed

1.5 to 3 per cent of seed chaff or seed winnowings (No. 3) is obtained. This is good distillation material; it possesses the full flavor of true seed because it consists mostly of crushed and broken seed and not of mere plant chaff. Unfortunately, the quantity found on the market is so very limited that it can hardly be considered for distilling any large quantity of oil. Therefore it cannot be depended upon as a regularly available raw material. Fortunately for the distiller there are certain countries and certain buyers requiring only the larger size seed and refusing any admixture of small seed. In order to comply with these requirements the brokers and exporters have to again purify their seed, eliminating all the small seed (No. 2) which consequently can be sold at a somewhat lower figure. This is good material for distillation. The large seed can be used for distilling only when the prices of celery seed in general are sufficiently low, i. e. in years of abundant crop.

Before distillation the seed is crushed. Distillation is carried out with dry, direct steam, in modern, well insulated stills of large capacity. It takes many hours, even up to forty-eight, all depending upon the construction of the stills. Stirring greatly facilitates work and shortens length of distillation. Care must be taken that the steam passes through the whole seed mass in the still and that it does not form channels, which would give an inferior yield of oil. Normal yield is about 2 per cent oil, sometimes up to 2.5 per cent, depending upon the kind of plant material used.

like wheat, thereby giving chaff from the upper branchlets and leaves (No. 4). Our own distilling experiments with such material gave a low yield (about 0.5 per cent) and besides an oil of inferior quality which is not characteristic of the flavor desired. Still this chaff is often purchased by distillers of oil and partly explains the inferior qualities of oil found occasionally.

Now, as to the crude seed material obtained aside from the chaff in this first winnowing process, this is marketed and shipped by the brokers and exporters to France and other countries. Some buyers accept the seed as it comes from the farmers, i. e., including a small percentage of impurities. In some cases, however, custom regulations or the requirements of certain buyers demand a higher grade of purification. In such cases the various brokers submit the crude seed material to another purification whereby about

¹ Gildemeister & Hoffmann *Die Aetherischen Öle*, Volume III, 3rd Edition, Page 472.

Gildemeister & Hoffmann¹ give the constants of celery oil as follows:

Specific Gravity at 15° C: 0.866 to 0.898; mostly above 0.872.
Optical Rotation: +51 to +82°.
Refractive Index n_D^{20} : 1.478 to 1.486.
Acid Value: up to 4.
Ester Value: 16 to 55.
Ester Value after acetylation: 43 to 67.
Solubility: Soluble in 6 to 8 volumes of 90% alcohol, mostly with turbidity.

According to these authors, higher specific gravity and rotation below +60° suggests admixture with oils distilled from chaff. Such chaff oils, according to the same authority, showed a specific gravity at 15°C. of 0.9220 and 0.9241; an optical rotation of +43° 13' and +33° 30'; refractive index n_D^{20} : 1.48982 and 1.48963; acid value: 1.8 and 3.4; ester value: 33.0 and 85.9; soluble in 2.8 and 0.4 and more volumes of 90 per cent alcohol; ester value of the first oil after acetylation was 63.5.

The Laboratories of Antoine Chiris reported in *Les Parfums de France* August 1929, page 206, that they analyzed an oil of pure celery seed of constants notably varying from those as given by Gildemeister & Hoffmann. They found the following properties:

Specific Gravity at 15° C: 0.9165.
Optical Rotation: +55° 45'.
Acid Value: 1.12.
Ester Value: 74.9.
Solubility: Soluble in 14 volumes of 85% alcohol with turbidity upon further dilution; soluble in 0.5 volumes and more of 90% alcohol.

This oil shows a higher specific



gravity, a rather low optical rotation and a high ester value and would, according to Gildemeister & Hoffmann, indicate an admixture of chaff oil; yet the Chiris Laboratories claim that the oil was of exceptionally strong and lasting odor due probably to a content of sedanolid higher than usual. We agree with the contention of the Antoine Chiris Laboratories and believe that not too much emphasis should be laid upon the physical and chemical properties of oil of celery. Principal attention should be given to a true and characteristic flavor which cannot be mistaken in a simple flavor test. We found that oils of own distillation which were beyond the limits as indicated by Gildemeister & Hoffmann showed an exceptionally true and lasting flavor. The cause is probably a higher content of sedanolid or other oxygenated compounds. The chemical and physical properties of oil of celery can easily be "arranged" and brought within certain limits and therefore constants alone are not conducive in regard to detecting any adulteration of celery seed oil. A few oils of own distillation had the properties shown in the table below.

Oil No. IV appears abnormal in regard to the constants as indicated by Gildemeister & Hoffmann, yet it showed an extremely fine, characteristic and powerful flavor.

When rectified with live steam in the regular way, about 75 per cent of rectified oil was obtained and about 25 per cent remained in the still as residue. The rectified oil (No. IV-a) though closely approaching the constants as given by Gildemeister &

Hoffmann for pure celery seed oils had lost the characteristic flavor of true celery seed; there were lacking those important high boiling constituents which remained in the rectification residue (No. IV-b).

Rectification of celery seed oil is therefore a matter of more theoretical interest than practical value. It clearly shows that the high boiling oxygenated constituents of celery seed oil are the most characteristic ones as far as true flavor is concerned. An oil which is very rich in these compounds is likely to be above the upper limits indicated by Gildemeister & Hoffmann; in fact, high specific gravity, high refractive index, and high ester value of the acetylated oil indicate a better oil, richer in oxygenated constituents. If rectification of celery seed oil is carried out with slightly superheated steam under atmospheric pressure, a note reminiscent of burning rubber originates. Working with superheated live steam under reduced pressure (vacuum steam distillation with direct, relatively overheated steam) gives better results but demands more complicated apparatus.

Oil of celery seed consists, roughly speaking, of a lighter and a heavier part, the former being composed mostly of terpenes and the latter of oxygenated compounds. Sometimes it happens that upon distillation of the seed, the lighter and the heavier oil separate in the florentine flask; more often this phenomenon does not take place.

The chemical constitution of oil of celery seed has been investigated by the Schimmel & Co. Research Chemists², principally in regard to the con-

tent of terpenes, and by Ciamician & Silber³, particularly in regard to the heavier oxygenated compounds, and finally by Ruzicka & Stoll⁴ in regard to sesquiterpene alcohols. According to these investigators oil of celery seed consists of at least 70 per cent of hydrocarbons, i. e., 60 per cent d-limonene and about 10 per cent and more of d-selinene. No pinene is present.

d-selinene, which is present in oil of celery from 10 to 20 per cent, distills over in the fractions between 265 and 273° C. It is a sesquiterpene of the formula $C_{15}H_{24}$, a mixture of much β and little α form. Ruzicka & Stoll classify a-selinene as belonging to the udesmol type of sesquiterpenes.

Oxygenated compounds are present in smaller quantities but they are very important in regard to the true flavor character of the oil. The following were found:

about 2.5 to 3% sedanolid, $C_{15}H_{26}O_5$, the lactone of the oxy acid $C_{15}H_{26}O_5$, i. e. sedanolic acid.

0.5% sedanonic acid anhydride $C_{15}H_{24}O_5$, the anhydride of the corresponding unsaturated ketoacid $C_{15}H_{26}O_5$.

2.5 to 3% alcohols not yet fully investigated.

1% of bicyclic sesquiterpene alcohols of the formula $C_{15}H_{26}O$, derivatives of hydronaphthalene.

There is further present palmitic acid, a phenol similar to guaiacol and another phenol of the formula $C_{15}H_{26}O$, melting at 66–67° C.

Oil of celery must be classified as one of the more expensive oils and therefore is frequently adulterated. Such adulteration can easily be carried out by the addition of d-limonene which, because naturally present in the oil, can hardly be proved. Due to frequent adulteration few oils of celery found in the market are characteristic of the mother plant, i. e. the seed. This is the reason why flavor manufacturers, particularly the makers of celery tonic, have been disappointed when using the essential oil of celery; they prefer to carry out the lengthy and cumbersome percolating of the seed. Yet there is no doubt but that this percolating can largely be avoided if a genuine oil of celery carefully distilled from good seed material is employed. The results are surprising and certainly worth the experiment.

² Bericht v. Schimmel & Company, April 1910, 96.

³ Bericht der deutschen Chem. Gesellschaft, 30 (1897), 492, 501, 1419, 1424, 1427.

⁴ Helvet. chim. acta 5 (1922), 926; 6 (1923), 846, 852.

	I	II	III	IV
Specific Gravity at 15° C.....	0.885	0.903	0.909	0.912
Optical Rotation	+66° 36'	+54° 30'	+51° 15'	+49° 40'
Refractive Index at 20° C.....	1.4823	1.4859	1.4875	1.4879
Saponification Value	43.9	65.3	70.9	73.7
Solubility: Soluble in 90% alcohol, only with turbidity.				
	IV			
	Original Oil	IV-a Rectified Oil	IV-b Rectification Residue	
Specific Gravity at 15° C.....	0.912	0.867	1.067	
Optical Rotation	+49° 40'	+77° 0'	too dark	
Refractive Index at 20° C.....	1.4879	1.4803	1.5148	
Acid Value	2.2	2.8	11.2	
Ester Value	71.5	9.3	214.7	
Ester Value after acetylation.....	79.3	17.7	226.0	
Solubility	Turbid in 90% alcohol	Soluble in 6 volumes and more of 90% alcohol	Not soluble in 90% alcohol	

NEWS & events

Pearsall Promoted by Campana

F. E. Pearsall has been transferred from the New York office to the headquarters of Campana Sales Co., Batavia, Ill., where he has been placed in charge of a new division with the title of director of merchandising. For the last four years he has been regional sales director with headquarters in New York.

Jackson Drug Firm To Move

The McKesson-Van Vleet-Ellis Co., wholesale drug house of Jackson, Miss., will move on or about Jan. 1 to a new location two doors from the present home on North Galatin street. The building has been purchased and during the next month workmen will remodel it for the new occupants.

Huff Elected P. & G. Director

Clarence J. Huff, general sales manager of the Procter & Gamble Co., Cincinnati, has been elected to the directorate of the company. Mr. Huff began work with the company in 1890 as an office boy and clerk in the Boston office. In July, 1896, he became a section salesman in New England. In July, 1912, he was called to the general office in Cincinnati and shortly afterward was appointed manager of the central sales division. In 1927 he was appointed manager of the case goods department and on November 8, 1932, was promoted to the position of general sales manager.



Mr. Huff

Dyke Named A.N.A. Chairman

Ken R. Dyke, general advertising manager of the Colgate-Palmolive-Peet Co., Jersey City, was elected chairman of the board of the Association of National Advertisers at the recent annual convention in Atlantic City. Mr. Dyke has been connected with the Colgate organization about two years, coming to the soap and toilet preparations industry from the Johns-Manville Co., New York, where he had been in charge of advertising for a number of years.



Mr. Dyke

Lever Enjoins Eavenson on Lifebuoy "Imitation"

Lever Brothers Co., Cambridge, Mass., has been granted an injunction against J. Eavenson & Sons, Inc., Camden, N. J., which forbids the latter to manufacture or sell "soap carbolie in odor or octagonal in shape which is of a red, reddish, or coral color. . . ." The injunction also forbids use of the term "health soap" by Eavenson in connection with the sale of its product.

The case was tried before Judge Julius Miller and taking of testimony occupied nearly three weeks. Evidence showed prior adoption by Lever Brothers Co., of the distinguishing marks of this type of soap on its product "Lifebuoy".

In a rather vigorous opinion Judge Miller said ". . . unnecessary imitation of non-functional parts is patent,

and the appearance of the plaintiff's soap had come to represent the plaintiff as its origin. . . .

"The effect of such resemblance is significant. Without an advertisement for the ten year period preceding December, 1933, defendant succeeded at once in inducing some 59 different dealers in various parts of the United States to become purchasers of its octagonal soap. . . .

"It is not enough that the distinguishing marks may be identified by a careful and discriminating purchaser. The casual or ordinary purchaser must be protected. A second comer should mark his goods to avoid deception of the public. The acts of this defendant were deliberate and it is clear that defendant's actual purpose was to mislead the public and to induce it to believe that it was buying the plaintiff's product. Actual unfair competition has resulted from the fraud of the defendant. . . .

"The distribution at odd times and in separate localities of red carbolie soap, the manufacture of which has long since been abandoned, does not militate against the right of this plaintiff to be protected in its success in popularizing the reddish toilet soap prior to the time when a similar soap was placed upon the market. The conclusion is inescapable that defendant intentionally imitated the plaintiff's soap and placed its imitation upon the market solely for the fraudulent purpose of appropriating plaintiff's reputation and investment and to attribute to defendant's product a false origin. . . ."

An accounting of profits and damages was asked by Lever Brothers Co., in the suit and will be directed by the Court.

de Gorin Now with Kurlash

Serge de Gorin, well-known cosmetic and make up specialist, is now connected with The Kurlash Co., Inc., Rochester, N. Y., as director of the demonstration department. Mr. de Gorin recently completed his work with the Read Drug & Chemical Co.,

of Baltimore, where he specialized in radio work and lectures before numerous organizations. A large share of his time was devoted to lectures and demonstrations of the art of stage make-up before prominent amateur theatrical groups. With Kurlash, he will organize and direct the work of a staff of specially trained demonstrators.

LANVIN'S PERFUME SAMPLER—A very attractive perfume booth is being used by Mme. Jean Lanvin in which her various odors may be sampled. It is a smartly turned out contraption that resembles a telephone booth in size and shape, done in buff with chrome trimmings. Inside, a woman may select any of the six perfumes she wishes to sample. By pressing a button, a flush of clean, fresh air ventilates the cabinet, and then a quick breath of perfectly atomized perfume fills the booth, followed by another flush of the clean fresh air. By pressing another button a second perfume is sampled and so on. It permits a concentration on the sense of smell, shutting out the senses of sound, sight and touch. Maurice Levy, New York, is sole distributor for Lanvin perfumes in the United States



Roy Colter with Vadsco

Roy J. Colter has been appointed assistant to the general manager of Vadsco Sales Corp., Long Island City, N. Y., assuming his new duties November 1.



Mr. Colter

Mr. Colter is admirably fitted by training and experience for his new duties. He was for many years connected with Frederick Stearns & Co., Detroit, working in various capacities and during the last few

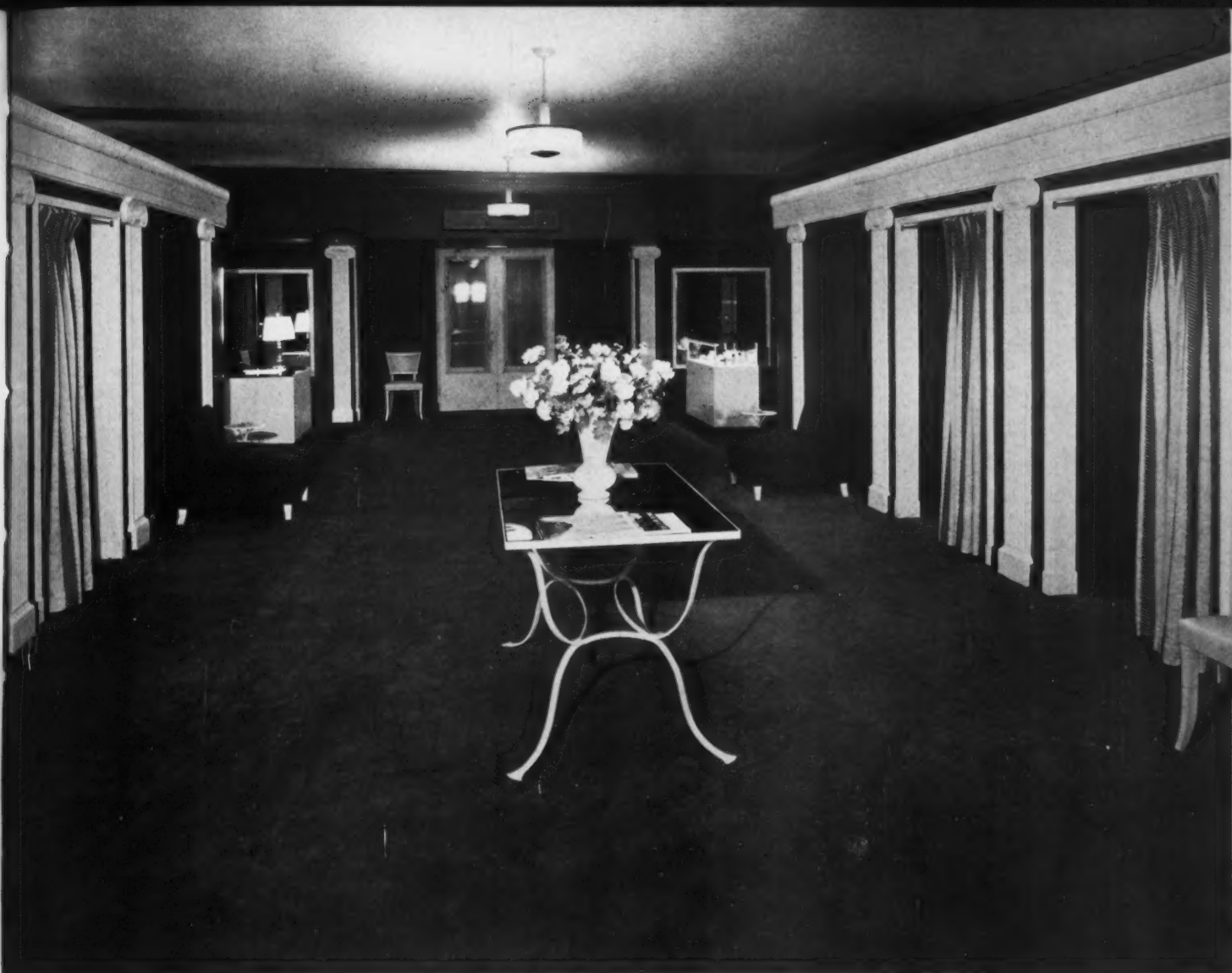
years as manager of the cosmetic department. He is a past president of the Allied Drug & Chemical Association of Michigan and has been one of its most active and popular members. Mr. Colter expects to move his family to New York in the near future.

Procter & Gamble Sculpture Competition

The 12th annual competition for small sculptures in white soap for the Procter & Gamble prizes has just been announced by The National Soap Sculpture Committee, 80 East 11th street, New York. Many cash prizes will be awarded in each of the five groups, namely, professional; advanced amateur (for adults over 21 years of age; senior (for those between the ages of 15 and 21); junior (for those under 15 years of age) and group class (public, private or parochial school or class). The contest closes May 1, 1936, and entry blanks, which may be secured from the committee, give the conditions of the competition as well as some simple directions for carving soap.

Soda Flavor Meeting at Baltimore

The National Manufacturers of Soda Water Flavors are holding their annual convention at the Lord Baltimore Hotel, Baltimore, Md., as this issue goes to press. President D. W. Hutchinson has arranged for the meeting and for a dinner on the evening of November 18. Subjects under discussion include revision of the Food & Drugs Act, Social Security Legislation and numerous state legislative proposals affecting the industry. Action taken by the meeting will be reported in our next issue.



NEW DAGGETT & RAMSDELL *salon recently opened in Rockefeller City, New York, to instruct D. & R. customers in the proper care of their skin and in the correct application of make-up. Skilled operators demonstrate these two phases of skin care as applied to the varying needs of individual women under a most rigid sanitary standard. There is no charge made for the service or the demonstration, both being rendered to Daggett & Ramsdell customers who make their purchases in drug or department stores throughout the city. The interior of the salon is beautifully decorated in simple, modern style in soft, warm brown, turquoise blue, and white color scheme.*

FAVORITE PERFUMES OF FAMOUS WOMEN

We asked a group of famous women, "Which is your favorite perfume?" Here are the first eight replies to the inquiry.—Editor.

Name	Perfume	Maker
Mary Raymond Shipman Andrews	Vervaine	Guerlain
Alice Brady	Air Embaumé	Rigaud
Elissa Landi	Moment Suprême	Patou
Josephine Daskam Bacon	My Sin	Lanvin
Genevieve Tobin	Blue Grass	Elizabeth Arden
Norma Shearer	Duchess of York	Matchabelli
Claire Dodd	Xantho, or Ambré	Gabilla
Elizabeth Faulkner Baker	Nuit de Chine	Rosine

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Michigan Association Opens Season

The Allied Drug & Cosmetic Association of Michigan held its first fall meeting October 23, at the Detroit Leland hotel. The annual Christmas party was discussed, as well as nominations for officers for the year 1936. The guest speaker of the evening was then introduced by president Paul Porier. He is Louis J. Flint, executive vice-president of the Citizen's Committee of Detroit Inc. Mr. Flint spoke on "Rackets & Racketeers." Throughout his talk he showed how the most trivial things have been racketeered. His shining example was the one of the well-to-do business man who has been freed of sums of money up to \$100, and when the "crook" is apprehended and fully identified, the "fleece" refuses to prosecute because he doesn't want anyone to know what an ass he was. Mr. Flint closed with the statement that small time racketeers gradually graduate into the arch criminal class and therefore should not be tolerated or encouraged. Among the rackets he exposed was the anonymous clergyman soliciting funds; ticket sellers; bad account collectors; promoters of national conventions, feeders of the poor on Thanksgiving and Christmas and the old age pension swindlers. Mr. Flint comes with a background of activities ranging from president of Detroit Ki-

wanis Club No. 1, Advisory Board Salvation Army and chairman of Governmental Committee of Detroit Board of Commerce. He also directs a cast over radio station WJR (Columbia) outlet under Charles Penman depicting everyday workings of racketeers, calling the skit "It's a Racket." After a rousing vote of thanks to the speaker of the evening, the meeting adjourned, to meet one week earlier in November, namely, on the 20th.

Opens High School Cosmetic Course

The newly organized course in cosmetics at the Leominster, Mass., High School, was opened October 22 with a talk by Edyth Thornton McLeod, promotion specialist for the Associated Merchandising Corp., New York. The course is a part of the citizenship course at the school and the lecture was attended by 650 boys and girls.

Bonat Opens Iowa Branch

Samuel Bonat & Bro., manufacturer of permanent waving machinery and dealers in beauty shop supplies and cosmetics, has opened a sales office and demonstration center in Des Moines, Iowa. The unit is in connection with Peck Bros., beauty supply dealers, who will act as local distributors.

"A Pageant of Beauty"

This is the name of a very unusual work of art, a mural painting executed for Miss Elizabeth Arden by Mrs. Clara Fargo Thomas, one of America's foremost mural painters. It embodies the story of woman's insistence on loveliness throughout the ages, and the artist has wrought these various historical episodes into a concise and comprehensive story that moves from panel to panel with easy strides. The simplest of colors have been employed in a clear tempera "binding" in order that the lustrous texture of the white holly panels might not be destroyed.

The mural consists of 14 panels, is 70 feet long, and 10½ feet high, and was first shown in London for the benefit of King George's Jubilee Trust Fund. It was exhibited last month in one of the New York stores, and will now be shown in many of the larger cities in the United States, after which it will be placed in Miss Arden's country residence.

The panels depict the following periods: panels 1 and 2, Egypt (Queen Nefertiti); panel 3, China (the admonitions of the instructress); panels 4 and 5, Greece (Helen of Troy); panel 6, Rome (Cleopatra and Caesar); panels 7 and 8, India (Mumtaz Mahal); panel 9, Renaissance (Three Immortal Beauties); panel 10, England (Queen Elizabeth); panels 11 and 12, 18th Century (Madame la Marquise de Pompadour); panels 13 and 14, 20th Century (The Beauty of Today). The first two panels are illustrated on page 58 of this issue.

Grote Representing Pacquin

William H. Grote has been appointed representative in Indiana, Kentucky, Michigan and Ohio for Pacquin's hand cream and the Cristy line of cosmetics, now distributed by Pacquin.

Ask Definition of "Non-Industrial"

The Industrial Alcohol Institute, by resolution, has requested that the recently issued regulations of the Treasury Department having to do with the sale of distilled spirits be amended. The regulations include in their definition alcohol intended for "non-industrial" use. It is the contention of the Institute that this word might be subject to misconception.

The American Perfumer

tion and confusion in the enforcement of the regulations. The resolution lays down a form of definition for the word "non-industrial" which would cover all spirits heretofore exempted from the Bureau's regulations, including that used for toilet preparations, soaps, flavoring extracts and related products.

The Institute has also sent to members copies of correspondence between Dr. Martin H. Ittner, chairman of the committee on industrial alcohol of the American Chemical Society and the Commissioner of Internal Revenue regarding the newly prescribed use of tertiary butyl alcohol as a denaturant. This correspondence developed the position of the Bureau that the new formulae included only an amount of tertiary butyl alcohol already present in the formula as an impurity in isopropyl alcohol. The question of the propriety of prescribing a denaturant covered by patents was also discussed in the correspondence, with the Bureau declining to make any specific statement as to what steps it should take in case of any suits arising out of the patents in question.

A. A. Morse with American Can

A. A. Morse, has again joined the American Can Co. as executive representative, after an absence of 33 years. He was with the company during its formation in 1901 and then left to form the Stiles - Morse Co. and later the La Cross Can Co. in 1905. In 1910 he brought his organization to Wheeling, W. Va., and established the Johnson - Morse Can Co. He disposed of his interests in the can business in 1920 and became vice-president and general manager of Log Cabin Products Co., St. Paul. He later was made president of Tin Decorating Co., Baltimore, and in 1932 became president of the Forbes Lithographing Co., Boston.



Mr. Morse

Mr. Morse was formerly secretary of the board of governors of the Can Manufacturers' Industry, in charge of the industry's code under the N.R.A., and the American Can Co. feels that his vast experience will be of great help to the industry.



The very attractive quarters of Gaston de Paris housed in the Waldorf-Astoria, New York. The walls are of amber mirrors, giving the room a very cozy and unusual atmosphere, and the white and blue jars and boxes are effectively displayed on glass shelves set in the walls. Gaston de Paris has just developed a treatment line consisting only of liquid preparations, in addition to face powder, rouge and lipsticks. These packages are illustrated on page 71 of this issue

Soap Association's Annual Meeting

The annual meeting of the Soap & Glycerine Producers Meeting will be held in Chicago early next year, according to an announcement by Roscoe C. Edlund, manager. A meeting in the New York office has been called for December 19 in order to conform with the constitution of the organization but it will be adjourned immediately to Chicago and a date to be selected. President R. R. Deupree has selected a nominating committee consisting of S. Bayard Colgate, N. S. Dahl, S. S. Fels and I. Katz.

To Revive Advertising Awards

Annual awards for outstanding service to advertising and for outstanding advertising campaigns or single advertisements originally known as the Harvard Advertising Awards are being revived this year by *Advertising & Selling* as the Annual Advertising Awards. Control of the competition, which will close December 31, is in the hands of a distinguished Administrative Board, consisting of Earnest Elmo Calkins, chairman; Lee H. Bristol, vice-president, Bristol-Myers Co.; Ray P. Clayberger, president, National Better Business Bureau; W. P. Donham, dean, Harvard Graduate School of Business Administration; Roy S. Durstine, vice-presi-

dent, Batten, Barton, Durstine & Osborn, Inc.; Col. Frank Knox, publisher, *Chicago Daily News*; Edgar Kobak, vice-president, National Broadcasting Co.; Gerold M. Lauck, vice-president, N. W. Ayer & Son, Inc.; Harford Powel, vice-president, Kimball, Hubbard & Powel, Inc.; Percy S. Strauss, president, R. H. Macy & Co.; Everit B. Terhune, president, Associated Business Papers; P. L. Thomson, president, Audit Bureau of Circulations; and William B. Warner, president, The McCall Co.

Awards will be made in four types by a jury appointed by Ernest Elmo Calkins. Complete information regarding the awards may be had from F. C. Kendall, executive secretary, 9 East 38th street, New York City.

Guenther Back from Europe

Dr. Ernest S. Guenther, chief research chemist of Fritzsche Brothers, Inc., New York, has returned after a summer spent in Europe. Most of Dr. Guenther's time was spent at the Fritzsche plant in Seillans, France, where the manufacture of floral products was carried on under his personal supervision. He reports that the plant has been enlarged and that the increased facilities were worked to capacity during the season, producing this year for the first time several floral oils not heretofore made by his company.

Bakelite Celebrates Silver Anniversary

This year marks the 25th anniversary of the discovery of "Bakelite" resinoid by Dr. Leo Hendrik Baekeland. In a small laboratory in Yonkers, N. Y., Dr. Baekeland, a chemist, who had already invented "Velox" photographic paper and other contributions to industry, came upon a material that was destined to become the foundation of a new and important product used by many varied industries.



Dr. Baekeland

Semi-commercial production was carried on from the Yonkers plant, but the demand soon became so great that the General Bakelite Co. was organized in 1910, and commercial production was begun at Perth Amboy, N. J. The company grew very rapidly, new varieties of resinoids were added, and new applications were discovered weekly, until today the material is used for

a long list of articles in daily use in almost every industry, profession and walk of life.

In 1922 the Condensite Company of America, Bloomfield, N. J., and the Redmanol Chemical Products Co., Chicago, were consolidated with the General Bakelite Co., to form the present Bakelite Corp. In 1930 all American factory facilities were consolidated in an entirely new, central plant at Bound Brook, N. J. Every building in this plant is completely modern and all the equipment has been especially designed for the production of uniform materials of the highest standards of quality. Plants are maintained in Chicago and Toronto, and to meet growing demands for its products, foreign affiliations have been established in Germany, England, Japan and Italy.

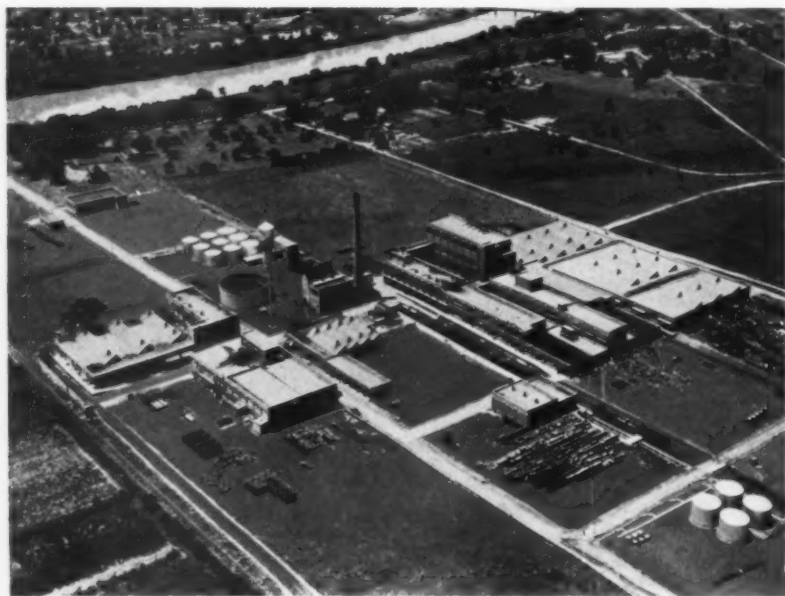
In commemoration of its twenty-



Left: Original laboratory at Yonkers, N. Y.

Above: First plant at Perth Amboy, N. J.

Below: Present plant at Bound Brook, N. J.



fifth anniversary, Bakelite Corp. has issued a special forty-page edition of its house magazine, *Bakelite Review*. This traces the history of the corporation and the plastic industry in the past twenty-five years, and gives some indication of the revelations in store for the future of the industry. Copies of this publication may be had on request.

Plan Chicago Christmas Parties

The Chicago Perfumery Soap & Extract Association has decided that December 12 will be the date of its annual Christmas party. It will be held this year at the Knickerbocker Hotel. This is the one big social event of the year in which the members bring their lady friends and make merry. The entertainment committee this year will treat the members to a surprise as they have varied from the conventional style of entertainment. They have secured the services of Harold Safford, the noted master of ceremonies of the WLS Barn Dance program and in addition have selected a number of WLS stars including the Hoosier Hot Shots, Winnie-Lou and Sally, and Cousin Chester. For those who enjoy dancing there will be a special treat in store as Tom Owens will provide syncopated music with his WLS Corn Huskers orchestra. Of course everyone looks forward to this Christmas banquet and it is expected from the reservation list now being compiled that the record attendance of last year will be exceeded. The usual bag of souvenirs will be distributed to each lady present and the banquet committee is now receiving donations of various items in the cosmetic line from many manufacturing friends.

The Chicago Drug & Chemical Association will hold its annual Christmas "Stag" party on Thursday, December 19, at the Stevens Hotel. At the monthly meeting, held on October 31, Chairman Leo Lanigan, who has for a number of years shouldered the mammoth task of securing the hundreds of articles that fill the gift bag, promised the members that the bag this year will be larger and better than ever before, which will certainly be going some. Bauer & Black, Inc., has been kind enough to volunteer the use of part of its Chicago warehouse in which to assemble the several tons of merchandise that will eventually fill these bags. The entertainment committee is now rounding out the program, which will include ten or fifteen star features from leading Chicago night clubs.

Charabot Returns to France

Senator Eugene Charabot, head of Charabot & Co., Grasse, France, has returned home after a month's visit to Ungerer & Co., New York, his American representative. From his broad viewpoint of international commerce, Senator Charabot's observations on the world economic situation are most interesting. He believes that the present more or less troubled international political situation will be quieted without any widespread conflict and that world conditions will show marked improvement once the present danger is safely past. America, he said, seems to have left the depression behind, and prospects for commercial advancement are excellent, not only in toilet preparations, but in other lines as well. He hopes to visit the American trade again next year, and confidently expects that at that time business in perfume raw materials will have fulfilled the present's bright promise.

Pinaud Wins Two Decisions

Pinaud, Inc., recently won two legal victories in its campaign against cheap imitation of its goods and against dishonest dealers. John Giacino, barber shop owner, used a fraudulent imitation of Pinaud's "Eau de Quinine" and was found guilty and fined. His sentence, upheld by the Appellate Division, became final through the dismissal of the appeal.

The Tripoli Barbers Supply Co. was also enjoined from selling imitations of Pinaud's products, by a decision of the United States District Court in Philadelphia.

Plans for Chemical Exposition

From all indications, the 15th Exposition of Chemical Industries, to be held during the week of December 2 at the Grand Central Palace, New York, will be more popular than any of the preceding ones, and promises to offer the best visual proof of the recovery of the industries in America as a whole. There will be completely new exhibits in every field of chemical manufacturing and research. Dynamic displays with processes and machines in actual operation, and the correct use of color as a feature of the construction of exhibits will be keynote factors among the physical assets of the Exposition. The booths will be

manned in many cases by the highest officials of the exhibiting companies.

Among the many products to be exhibited will be chemicals and chemical products, instruments of precision, laboratory equipment and plant equipment.

R. C. Vaughn Now Sagamor Vice-President

Ralph C. Vaughn, who has been associated with the toilet preparations industry for many years, has just been elected vice-president of the Sagamor Metal Goods Corp., Long Island City, N. Y. Mr. Vaughn is well known throughout the industry, having been vice-president and general manager of Leigh Chemist, Inc., New York, for some years, a position in which he made an excellent record.

Mr. Vaughn has advised us that Fred W. Webster has been appointed sales and merchandising representative of Sagamor. He, too, is well known in the cosmetic industry, having been connected with the Chase Brass & Copper Co., New York, for the last six years, in sales and advertising work. He is a graduate of Dartmouth College.

Detroit A.Ph.A. to Have Cosmetic Section

The Detroit section of the American Pharmaceutical Association at its monthly meeting on Thursday, October 31, in the Wayne County Medical Society building, voted to form a section on cosmetics. The motion for this was made by Maison G. de Navarre, and was seconded by Dr. L. A. Seltzer, nationally known prescription pharmacist. The reason for this move was to make room for those of technical training in cosmetics in an association where they can exchange ideas.

Walgreen Completes New Plant

Walgreen Co. has just completed a new five story building located at 3532 West 47th place, Chicago, which will be used exclusively for manufacturing purposes.

Mayor Offers Trade on Cosmetic Rules

Following the introduction of the proposed new regulation which would license and control sales of cosmetics and proprietary products in New York City, a conference was held November 7, between representatives of the affected industries and Mayor F. H. LaGuardia. At this conference the Mayor surprised the trade representatives by offering a bargain through which the local regulation would be abandoned provided the industries would support strict Federal regulation.

In an address to the group, Mayor LaGuardia indicated his belief that the local regulation would be costly and difficult of enforcement, although he professed a belief that some control of sales and advertising of drugs and cosmetics stricter than the present was needed. He then offered a stipulation to be in effect until March, 1936, by which the industries would trade support, presumably of the Copeland Bill, for the withdrawal of the proposed amendment to the Sanitary Code. Mr. LaGuardia, however, stressed his belief that the powers of the Board of Health were ample to pass the new regulation.

Trade representatives expressed themselves informally as willing to accept this compromise on the situation and it is expected that formal stipulations will be prepared and exchanged.

André Firmenich Returns Home

André Firmenich of M. Naef & Co., Geneva, Switzerland, sailed for home November 9, following a visit of five weeks to this country, during which time he made his headquarters with his American principals, Ungerer & Co., of New York. Accompanied by R. C. Watson, who specializes in the sale of Naef products in this country, Mr. Firmenich spent a good part of his visit here calling on the perfume and cosmetic trade throughout the country, renewing many old acquaintances in Chicago, St. Paul, Minneapolis, Boston, Philadelphia, Detroit, Winona, and Cincinnati.

Gervaise Graham Moves

Gervaise Graham Co., Chicago, formerly located at 25 West Illinois street, moved on November 1 into new quarters at 1304 East 75th street, Chicago.

Vanex Succeeds Baker Extract

Vanex, Inc., has been formed to replace the former Baker Extract Co., Detroit, manufacturers of a variety of household extracts. The company is adding new capital, with the addition of F. L. Rockelman, well-known automobile executive, to head the company, according to R. E. Meader, general manager.

The Baker company recently moved from Flint, Mich., to the Commercial Warehouse in Detroit, and is expanding both its manufacturing plant and its line. A total line of about two hundred items is to be produced. The company will also enter the cosmetic field, Meader stated.

A second manufacturing plant will be established, probably at San Francisco, to handle production for the West Coast. In connection with this plan, a national radio advertising program will be undertaken.

S & G Products Reorganized

Reorganization has been effected of the S & G Products Co., Detroit, recently formed by Sam Molin and Casper Stern, Sam Molin withdrawing from the company. The company will continue at the location, 3731 West Euclid avenue, Detroit, manufacturing and distributing throughout Michigan the S & G brand of insecticides, detergents, floor waxes and polishes, and soaps.

Colonial Dames Opens New Office

Colonial Dames, Inc., Hollywood, Calif., has opened a New York office at 385 Fifth avenue, to take care of its eastern business. Caryle C. Prindle is manager of the new branch office.

Owens-Illinois Acquires Libbey Glass

Owens-Illinois Glass Co., Toledo, has recently purchased the assets of the Libbey Glass Co., world's largest manufacturer of thin-blown glass, for the reported sum of \$5,000,000. An issue of 47,200 shares of common stock of the Owens-Illinois Glass Co. will be made to effect the purchase of the Libbey assets, free and clear of all liabilities and debts.

The Libbey Glass Co. was organized by the late Edward Drummond Libbey in 1888, and was succeeded by the Libbey Glass Mfg. Co. in 1919. The

officers of this organization, who will continue in charge under the new ownership, are: Joseph D. Robinson, president; John Wright, vice-president and general manager; Horace Hamlin, treasurer; R. D. Logan, secretary, and W. F. Donovan, chairman of the board.

Smith L. Rairdon, manager of the proprietary and pharmaceutical division, including liquorware, of the Owens-Illinois Glass Co., Toledo, has been made Eastern sales manager with headquarters in New York. In addition to his new duties, he will act in an advisory capacity in the liquorware division. Mr. Rairdon is well known in the New York market, having formerly represented the company here, and his return is the result of the expansion of Owens-Illinois business in the Eastern territory.

Floral Oils Presented to Columbia

F. W. Heine, graduate of the 1908 class of Columbia University, College of Pharmacy of the City of New York, and president of Compagnie Duval, New York, has presented to the college a beautiful case of natural floral oils.

Arrow Extract Organized

The Arrow Extract Co., a subsidiary of Arrow Distilleries, Inc., has been formed and will go into production in about two weeks, manufacturing a complete line of extracts for perfumes, flavoring extracts as well as pharmaceutical and medical products. Its plant is now located at 3547 Concord avenue, Detroit, and it is planned to construct an addition to the plant early next year. The company is starting in a small way, but it is expected that it will become a large producer in its field. A. H. Weinstein is president.

Florasynth Moves Chicago Office

Florasynth Laboratories, Inc., have moved their Chicago office to new and larger quarters at 605 West Washington boulevard.

Continental Can Earnings

The net income of Continental Can Co., Inc. of New York, for the twelve months ending September 30, 1935, as reported to the New York Stock Exchange, amounted to \$16,231,650, which, after providing \$4,966,165 for depreciation and

federal taxes, left net earnings available for the common stock of \$11,265,485.

In the corresponding twelve month period ending September 30, 1934, the net income amounted to \$14,586,877 from which \$4,509,941 was deducted for depreciation and federal taxes, leaving net earnings of \$10,076,936.

Armstrong Cork Raises Wages

Armstrong Cork Co., Lancaster, Pa., on November 3 granted a 5 per cent wage increase for hourly workers in domestic factories and branch warehouses. An additional retroactive salary adjustment, equal to 5 per cent of the worker's compensation during the past year, will be disbursed Christmas Eve. This increase makes the minimum wage for men and women 15 per cent above that paid in 1929.

Zonite Products Report

Zonite Products Corp. showed a net loss for the nine months ending September 30 of \$448,972 after depreciation, interest taxes and other charges, as compared with a net profit of \$267,177 for the same period last year. For the quarter ending September 30, the company reports net income, after similar deduction, of \$54,691 as compared with net loss of \$308,524 in the preceding quarter.

Soap Manufacturer Adds Toilet Preparations

John Lahoud, manufacturer of toilet soaps, Caracas, Venezuela, will soon add perfumes and cosmetics to his line. Felipe Lahoud arrived early in November for an extensive buying trip, and plans to remain in the United States for two months to complete arrangements for packaging the new line.

To Publish Pharmacopoeia December 16

The committee on revision of the U. S. Pharmacopoeia has announced that the new U.S.P. XI, will be issued on December 16 and placed on sale in all parts of the country on that date. Fifty-eight new articles have been added to the list contained in the U.S.P. X, among which are ethylene, activated carbon, chlorobutanol, soluble fluoresceine, oil of rose, sodium perborate and sodium stearate.

Relation of Ionone and Vitamin A

Col. Marston T. Bogert delivered a lecture on the "Chemical Constitution of Carotene and Vitamin A," at Havemeyer Hall, Columbia University, November 8. This lecture, in which Professor Bogert delved into the intricate relationships between carotene, vitamin A and ionone, with remarkable clarity, was illustrated by means of lantern slides which vividly showed his audience the structural formulae of the many compounds which had to be isolated and investigated by research chemists in many parts of the world in order to pursue this work. The lecture was delivered before the General Seminar of Graduate Students in Chemistry at Columbia, but there were present a good number of experienced chemists and professors from the University. The "up-to-date" chemistry for which Professor Bogert is justly famous, was illustrated by the fact that he showed slides of formulae which were published only two days before the lecture was delivered.

Aromatic Products, Inc. Organization Completed

Aromatic Products, Inc., which was recently organized by Michael Lemmermeyer, Edwin T. Booth and Arthur W. Mudge, is now located in its new quarters at 15 East 30th st., New York. For the present, the company is operating the plant of the old Organic Products, Inc., in Mamaroneck, N. Y.; but a new plant is being fully equipped in Stamford, Conn., where it is planned to conduct all manufacturing operations of the company after January 1.



M. Lemmermeyer

The company plans to manufacture a complete line of aromatic chemicals and raw materials and also produce a full line of essential oils, terpenes and oleo resins. It will also specialize in the manufacture of bases and perfume compounds of every description for all types of toilet and cosmetic preparations. Manufacturing will be under the direction of Charles A. Swan as superintendent. Mr. Swan has been associated with the trade for almost

thirty years, having been president and general manager of the Antoine Chiris Co. prior to his association with Organic Products, Inc.

The new company plans to do a considerable amount of research work and this will be in charge of E. J. Cardarelli, formerly of Mallinckrodt Chemical Co., New York Quinine & Chemical Co. and Calco Chemical Co. Mr. Cardarelli is an alumnus of Harvard University where he specialized in chemistry which was supplemented by successful experience in research in the field of flavors, dyes, aromatic chemicals, etc.

Michael Lemmermeyer is president of the company. Mr. Lemmermeyer, as was indicated in our last issue, has been associated with the trade for over twenty-eight years and is one of the best known men in the industry. Arthur W. Mudge, treasurer, is also very well known. Mr. Mudge was graduated from the Massachusetts Institute of Technology and was affiliated with Antoine Chiris Co. and E. I. duPont de Nemours & Co. up to the time he organized Organic Products, Inc., which company has been taken over by the new enterprise. Edwin T. Booth, who is also one of the organizers, has had broad experience in the perfume and toilet preparations industry and was connected with Givaudan-Delawanna, Inc., since 1922. Mr. Booth is secretary of the company.

It is planned to establish branch offices in the leading centers so as to give complete service to the trade.

Fourman Lectures on Perfumes

Dr. Victor G. Fourman, chief chemist of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., lectured before the members of the Chemical Fraternity Alpha Chi Sigma at their fraternity meeting-room in the McGraw-Hill Building, November 6. The lecture, which was illustrated by motion pictures showing the cultivation and distillation of various flower oils, was followed by many questions from the audience relating to the use of perfume oils in diverse industrial fields.

Hanser Co. at Food Show

Among the firms exhibiting at the 1935 food show held October 21 to 26 in the Milwaukee Auditorium was the John Hanser Soap Co., and the Midwest Chemical Co.

Fritzsche Sails for Europe

Hermann Fritzsche, president of Schimmel & Co., Inc., and general director of Schimmel & Co., A.G., sailed for Miltitz on the S. S. Bremen, October 25. He had been here a month reviewing the organization of Schimmel & Co., Inc., and calling on customers. He was very pleased with the progress of the new company. The picture below was taken by G. Keller,



Messrs. Eide, Adkins, and Fritzsche

secretary and treasurer of the organization, as A. Eide and W. H. Adkins wished Mr. Fritzsche a good crossing.

Oscar A. Brown has recently been appointed by Schimmel & Co. to represent them on the Pacific coast. He has already called on firms in San Francisco and is now busy in Los Angeles.

Chelsea Laboratories New Address

The Chelsea Laboratories, Inc., manufacturers of cosmetics and toilet preparations, is now in new and more convenient quarters at 133 West 25th Street, New York. The company was previously located at 115 West 23rd Street. The telephone number is unchanged, CHelsea 3-6381.

Gampert Back from West

Louis Gampert, vice-president of the Felton Chemical Co., Inc., Brooklyn, N. Y., has just returned from a trip through Northern Ohio and Michigan with C. A. Hanley, Felton's representative in that section. He reports conditions showing a material improvement since his last visit to that territory.

Lehn & Fink Earnings

Lehn & Fink Products Co. reports net earnings for the nine months ending September 30 of \$204,055, after deductions for Federal taxes and other charges, as compared with \$448,331 last year.



Farewell Dinner to R. M. Stevenson (standing at head of table)

Stevenson Givaudan Sales Manager

Ralph M. Stevenson has been appointed sales manager of Givaudan-Delawanna, Inc., New York, succeeding M. Lemmermeyer, who resigned to organize his own company. Mr. Stevenson has for some years been associated with Givaudan-Delawanna in Detroit, but is well known to the trade in New York City as well, having spent some years in the drug and allied lines there before moving to Detroit. His friends in the Detroit trade tendered him a splendid farewell party upon the eve of his departure from that city, of which our Detroit representative sends us the following account:

"When the Givaudan organization took on its new sales manager, the Detroit drug and cosmetic trades lost one of the best liked men in the vicinity. And this credit is not just patting 'Stevie' on the back. On October 18 a group of his friends and acquaintances gave a farewell party sponsored by the 'Dizzy Dozen,' which was the most original and stimulating affair ever seen by those who hang around the Motor City.

"On that Friday night, 'Stevie' was to have dinner with some friends at the Leland Hotel, but unlike ordinary procedures they went to a private dining room where the boys were collected in silent waiting. As he came in there was a roar of 'Yah, Stevie,' 'Congratulations, Ralph,' etc.

"Then came the turkey dinner—and second helpings, too. Just about the time everyone was finishing their desert, several of the boys—namely, Ray Vicary, 'Shot' Shotwell, Andy Broder-son and 'Aitchim' Jackson left the

room. A few minutes later they trouped in dressed—Ray Vicary with white wig and robe as the judge, Andy Broder-son as the copper-at-arms, 'Shot' as the prosecuting attorney, and 'Aitchim' Jackson as the attorney for the defense. At the back of the banquet room a curtain was raised—behind which was set up a miniature court. The culprit—one Ralph M. Stevenson, was arraigned on a charge of desertion. Boy, what a trial that was! Justice was had. No one had a kind word for 'Stevie.' He was just a low-down deserter. After several witnesses were called and numerous exhibits shown, the jury (the rest of the boys), left the room to decide on the verdict. Shortly they returned. The verdict was 'Guilty.' The punishment—hard labor in New York at his new position as sales manager of Givaudan-Delawanna, Inc.

"Ray Vicary, speaking for the group as a whole, presented Mr. Stevenson with a desk fountain pen set in honor of the occasion. The evening ended after each one of the boys extended his best wishes to Ralph, a prince of good fellows and a darned good business man, as anyone knowing him will quickly admit."

American Can Goes On the Air

The American Can Co. began an institutional program over 34 National Broadcasting Co. stations at nine o'clock Tuesday evening, October 29, headed by Ben Bernie and his orchestra. The series will continue for 26 weeks, in an effort to help the various industries served by the company. In the inaugural broadcast, guest

stars performed from Dallas, Chicago, Washington and Boston, and in addition, Henry W. Phelps, president of the American Can Co., made a brief address. The programs, which will be broadcast every Tuesday evening from 9 to 9:30, should be very entertaining to the radio audience as it will be built around the music and comments of Ben Bernie.

Walter Wood

Walter Wood, for some years office manager for the headquarters office of Lucien Lelong, Inc., at Chicago, died Thursday, October 10, at St. Joseph's Hospital, Chicago.

Through correspondence, and personal contact, Mr. Wood was known to toilet goods buyers from coast to coast. He will be sorely missed by his immediate associates, as well as by the hundreds of people in the industry who had learned to depend upon Mr. Wood when they wanted something attended to.

Joseph F. Hinds

Joseph F. Hinds, president of the Emerson Drug Co., and vice-president of the Maryland Glass Co., died at the University of Maryland Hospital, October 29, at the age of 73. Mr. Hinds was a native of Baltimore and entered the employ of the drug company as a bookkeeper in 1890. Upon its incorporation the following year, he was elected secretary and treasurer and in 1896 was appointed general manager. He succeeded to the presidency upon the death of the founder. He was also vice-president of the various Emerson subsidiaries including Maryland Glass Co., Citro-Chemical Works of America, Maywood, N. J., and of the Emerson Hotel. He leaves his widow, formerly Miss Edna L. Effinger of Lancaster, Pa.

George E. Lum

George E. Lum of Chatham, New York, father of Dudley Field Lum, Chicago manager of Givaudan-Delawanna, died at his home at Chatham on October 22 at the age of eighty-two years.

Otis E. Glidden

Otis E. Glidden, for many years connected with the food and cosmetic industries, died October 20 at the home of his daughter in Le Roy, N. Y. He was in his 64th year.

Mr. Glidden was born in Holley, N. Y., near Batavia and in 1898 became connected with the Orator F. Woodward Co., of Le Roy, makers of "Jello." He continued with that company until it was merged into the General Foods Corp. His connection with the cosmetic industry dated from 1922 when he was one of the organizers of Edna Wallace Hopper, Inc. Later he became president of Affiliated Products, Inc., Chicago, taking the Hopper line into that organization. He was also president of the Petrol-Agar Co. In 1933, he organized the Otis E. Glidden Co., of which he was president at the time of his death. He leave a son, Ernest Glidden of Waukesha, Wis., and a daughter, Mrs. Walter Heimlich of Le Roy, N. Y.

John D. Lee, Sr.

John D. Lee, Sr., prominent Denver soap manufacturer, died in that city October 14 at the age of 78. Mr. Lee was born in Sarina, Ontario, and came to Denver in 1901. The next year he organized a soap business in which he engaged until his death. Surviving are five sons and a sister, Mrs. Katherine Stead of Cleveland.

Frederick J. Pope

Frederick John Pope, president of the Pope Publishing Co., New York, died suddenly at his home in New Rochelle, N. Y., November 11, at the age of 66. After years of experience in the advertising and publishing field, Mr. Pope organized his company in 1915 to publish *Toilet Requisites*, a magazine devoted to advancing the interests of manufacturers of toilet preparations in the retail field. He later founded and published the *T.R. Register*, a guide to the trade marks and brand names in the toilet preparations industry. Both of these publications met with conspicuous success.

One of the early members of the Foragers, Mr. Pope brought to that organization a deep interest in the welfare of the salesman and a keen appreciation of his problems, and to his counsel and aid is due in large measure its success. His intimate knowledge of

the industry and its problems and his kindly and generous spirit will, indeed, be difficult to replace.

Mr. Pope leaves a widow and one married daughter. Masonic funeral services were held at the George T. Davis Memorial Chapel in New Rochelle the evening of November 12 and religious services, attended by a large delegation from the toilet goods industry, the afternoon of November 13.

Clarence Lattimore

Clarence M. Lattimore, president of Service Laboratory, Inc., St. Louis, manufacturers of cosmetics, died October 11, after a long illness at the age of 63. Surviving are his wife, two sons, Malcom S. and Julian M. Lattimore, and a daughter, Mrs. Helen Aubuchon.

James William McCoubrey

James William McCoubrey, president and general manager of the United Drug Co., Ltd., and L. K. Liggett & Co., Ltd., Toronto, Ont., died at his home in that city October 19. Mr. McCoubrey was born 55 years ago in Aberfeldy, Ont., and after graduation from the Ontario College of Pharmacy and taking his master's degree at Toronto University, he became store manager for the Owl Drug Co., in San Francisco, Calif. He became associated with the Liggett organization in 1908 as manager of the Detroit stores, returning to Canada in 1911 to organize the Liggett Drug Co., Ltd., a subsidiary of the United Drug Co., Ltd.

Mr. McCoubrey became associated with the United Drug Co. in 1915 as sales manager, and from that time his promotion was as rapid as it was merited. He was elected vice-president in 1919 and became president and general manager in 1927. He was chosen president and general manager of the Liggett company in 1932.

He was a member of Kiwanis Club, Lakeview Golf & Country Club, Royal York Golf Club, Parkdale Canoe Club, Old Mill Athletic Club, and High Park Curling Club. His widow, formerly Miss Mae F. Cummer, and three daughters, all of Toronto, survive.

Frank L. Beggs

Frank L. Beggs, president of the Styron-Beggs Co., Newark, Ohio, died suddenly in that city October 23. He was taken with a sudden heart



*The Late
F. L. Beggs*

attack upon entering his office and died within a few minutes. Mr. Beggs was born in Vinton, Ohio, April 23, 1866. In 1893 he formed a partnership with J. L. Styron, known as the Styron-Beggs Co., and engaged in the manufacture

of flavoring extracts, proprietaries and grocers' sundries. At the time of his death he was president and general manager of this company.

Always interested in cooperative work, Mr. Beggs was a familiar figure at the conventions of the Flavoring Extract Manufacturers' Association, holding the office of treasurer of the organization for many years. He was also deeply interested in civic affairs, a former president of the Newark Board of Education, past president of Licking County Council, Boy Scouts of America, past president of the Newark Rotary Club, past governor of the 23rd District of Rotary International, past Counselor of the Commercial Travelers Association, a member of the Board of Trustees of the Community Chest of Newark and chairman of the Board of Trustees of the First M. E. Church of Newark. He was also widely known in Masonic circles and was elevated to the 33rd Degree in 1913.

Funeral services were from the First M. E. Church of Newark, on October 25, and were attended by a delegation from the Flavoring Extract Manufacturers' Association, consisting of president W. F. Meyer, E. L. Brendlinger and Robert Heekin. Mr. Beggs leaves his widow, Mrs. Cora Styron Beggs, a daughter, Laura, and a son, Leslie S. Beggs, who was associated with his father in the management of the company.

Edgar B. Stevens

Edgar B. Stevens, director of the U. S. Industrial Alcohol Co., and formerly president of the Wood Products Co., Buffalo, N. Y., died at his home in that city, October 29, at the age of 73.



*The Late
F. J. Pope*



*The Late J. W.
McCoubrey*

CIRCULARS, PRICE LISTS, etc.

□ VAN DYK & CO., JERSEY CITY, N. J., *Laboratory Data.*

Number 173 of this interesting series describes the qualities of alkaline and acid preparations for the skin, especially creams. The author concludes that, in general, they should be of the acid type, that is, with a pH of from 3 to 5. He adds that the usual formula does not permit of the addition of citric, or lactic acid or other acid carrying substance because these break down the emulsions. Recommended are a number of the company's new emulsifiers to permit the ready production of a cream of the proper pH.

□ WHITALL TATUM CO., NEW YORK. "*How Glass Bottles are Made,*" by Elizabeth M. Bacon.

An extremely interesting and instructive booklet on the history and modern practice in glass ware, profusely illustrated.

□ THE CHEMICAL FOUNDATION, INC., NEW YORK CITY. "*The Stainless Prince of Steels.*"

A discussion of stainless steel and its manifold uses in the chemical and allied industries. Equipment for the drug and cosmetic plant is described and pictured in very interesting fashion.

□ CHICAGO PERFUMERY, SOAP AND EXTRACT ASSOCIATION, CHICAGO, ILL. *Membership Directory, 1935.*

This directory lists the names of members, and gives their local addresses and line of business. The constitution of the association, a list of officers and committees for 1935 are also included.

□ ANTOINE CHRIS CO., NEW YORK. *Wholesale Price List.*

Straight elements, substitutes, synthetic elements and perfume bases are separated in four sections in this price list. There is also a colored insert of two flower fields in France.

□ THE C. E. ISING CORP., FLUSHING, N. Y. *Price List.*

Booklet containing prices of aromatic perfume bases, in which the Ising "Lily" specialties are particularly featured.

□ LABORATORIOS GUIDO HORVATH, LTDA., BUENOS AIRES, ARGENTINE. *Guide to the Argentine Market for the Manufacture of Toilet Goods and Patent Medicines.*

This booklet marks the tenth anniversary of the company and describes the facilities of the organization for manufacturing toilet goods and patent medicines. It discusses the advantages derived by using the company's service and points out the difficulties the foreign manufacturer encounters.

□ STOKES & SMITH CO., PHILADELPHIA, PENN. "*NEVERSTOP CARTON SEALER.*"

Folder describing the company's "Neverstop" machine, illustrated with plant interiors showing the machine in operation and some of the cartons filled and sealed with it.

New Products and Processes

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal.

A new non-hygroscopic, water dispersible oil (Diglycol Laurate) is now being produced commercially by the Glyco Products Co., Inc., 949 Broadway, N. Y. C. Diglycol Laurate is practically odorless, light straw colored, non-viscous and completely soluble in all proportions in alcohol, mineral and vegetable oils, and hydrocarbons. It is self-emulsifiable in water and acts as an excellent emulsifying agent for other oils and solvents. Because it is soluble in alcohol, it replaces castor oil where an alcohol soluble oil is required, being practically odorless and free from "tack" and easily removed by cold water. Diglycol Laurate is recommended for the manufacture of emulsions in the paper, textile, leather, cosmetic, polish and other industries. It is non-toxic and edible, and having a low surface tension, is suggested for use where rapid penetration is required. It is high boiling and will not evaporate or thicken with age.

Spanish Essential Oil Market

Owing to lack of rain, Spanish production of essential oils was expected to be less during 1935 than in 1934, especially as to thyme and lavender, but shippers considered 1934 an especially good year. Demand held up fairly well, and owing to virtually no stocks having been left on hand from 1933, many forward purchases were made by shippers from distillers at comparatively high prices. Because of the expected decreased yield, forward 1935 crop purchases and sales by shippers were said to have been active.

Upon application to the Chemical Division of the Bureau of Foreign and Domestic Commerce, American firms and publishers interested in essential oils may obtain the complete report for a short loan period. The report, submitted by Assistant Trade Commissioner Miles Hammond, Madrid, deals with the 1934-35 production, foreign trade and market situation of such Spanish essential oils and botanicals as lavender, rosemary, sage, thyme, origanum, sweet orange, fennel, spike lavender, cade, almond, eucalyptus, juniper tar, pennyroyal, rue, marjoram, and neroli. (Assistant Trade Commissioner Miles Hammond, Madrid.)

Business Records

Bankruptcy

Lazell Perfumer (a corporation), Newburgh, N. Y., Petition filed against by Futuristic Paper Box Co., Inc.

Reorganization

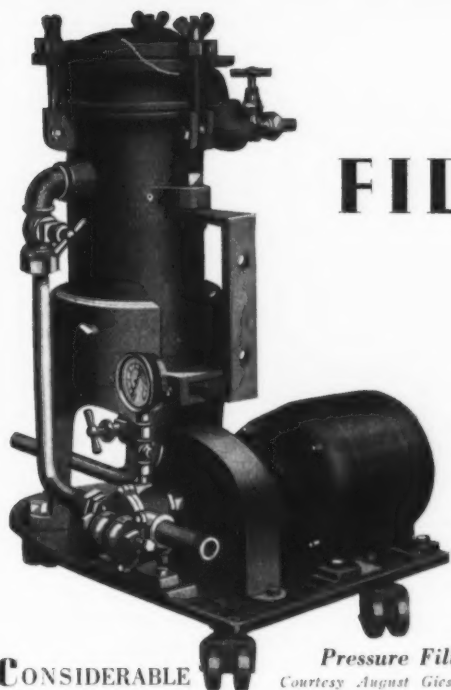
Soap Products, Ltd., 36-32 34th street, Long Island City, N. Y., Petition for reorganization filed.

J. T. Robertson Co., Inc., Syracuse, N. Y., soap, has petitioned the Federal Court in Syracuse for reorganization under Section 77B of the Bankruptcy law. The company owes \$656,936.26, but press reports indicate its assets would not bring in that amount at a forced sale.

Assignments

Hollywood Laboratories, Inc., 20 West 36th street, New York City, to Eugene A. Deutsch, 475 Fifth avenue.

Henry A. Ewald & Co., Inc., 15 East 40th street, New York, to New York Credit Men's Association.



FILTRATION

**RALPH H. AUCH Continues
His Series on Modernizing
the Plant with a Study of
Filters and their Operation**

CONSIDERABLE

space will be devoted to the subject of filtering. The manufacturer of beverages is conscious of the value of brilliant sparkling liquids, but the average manufacturer in this line does not take sufficient pains to filter his liquids bright.

The importance of a brilliantly clear solution with a high "polish" cannot be over-estimated whether it be hair tonic, shampoo, mouth wash, toilet water or any other product marketed in clear glass bottles.

In fact, it is only too frequently that the manufacturer resorts to opal, blue or amber bottles or to "wrap around" labels to dodge the issue. On the other hand, a scattered few, sensing the importance of clarity, no longer depend on the eye and the diligence of the operative. They have installed the "electric eye" in the discharge pipe of their filters so that if the liquid has the slightest "haze" the flow is automatically cut off until the necessary remedial steps are taken.

Filtration has been defined as the process of separating suspended solid or semi-solid material from a liquid by forcing the latter through the openings in a porous mass called the filtering medium. A filter is any apparatus for obtaining such a separation. The important variables to be considered in filtration are: the material which forms the separating medium, the composition of the liquid to be filtered, and the method used for forcing the liquid through the filtering medium. It is obvious that the resistance to flow offered by the filtering medium to the liquid

will determine the method used for forcing the liquid through the medium.

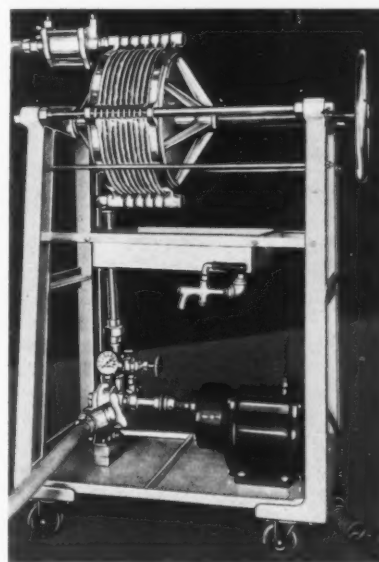
Classes of Filters

Filters have been generally classified according to the method used for forcing the liquid through the filtering medium, as gravity filters, vacuum filters, and pressure filters. Such a classification is one of degree and not of kind since gravity and vacuum filters are actually pressure filters. For example, if the resistance to flow is relatively small, the pressure of the fluid head of the liquid above the filter will suffice. The pressures obtained from the action of gravity will be comparatively small as a 10-foot head of water is equivalent to 4.32 lbs. per square inch, and a 40-foot head of water is equivalent to 17.28 lbs. per square inch. And, of course, the pressure in a gravity filter is not constant unless the head of the liquid being filtered is maintained constant.

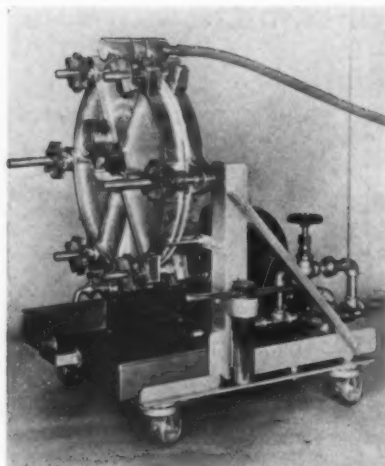
If there is not sufficient head room to obtain high enough pressure by gravity, the pressure of the atmosphere may be allowed to act upon the surface of the liquid being filtered while the air is removed from the other side of the filter medium. Such a device is called a vacuum filter. A filter of this type is limited to a maximum pressure of 14.7 lbs. per square inch. Vacuum filters are not as practical as gravity or pressure filters because a vacuum pump is more complicated than a pressure pump.

The so-called pressure filters differ from the gravity and vacuum filters in that they are designed to withstand higher pressures. They may be used as gravity and vacuum filters if a satisfactory rate of flow through them can be obtained at the lower pressures. They may be operated at pressures up to 50 lbs. per square inch when necessary.

For many years pressure filtration was limited to reciprocating pumps and compressed air in a montejus. Centrifugal and rotary displacement pumps are more satisfactory because they provide a constant pressure—non-pulsating—and because they are not as cumbersome as a montejus. Both centrifugal and rotary displacement



*Courtesy Alsop Engineering Corp.
Asbestos Disc Filter*



Courtesy Ertel Engineering Corp.

Bench Model Filter

pumps should be equipped with pressure regulating valves with a by-pass of the discharge back to the supply so that the working capacity of the press is not exceeded. If too much of the liquid is returned through the by-pass, the rotor becomes an agitator, and good filtration is sometimes made difficult.

Filter Mediums

A better classification of the different types of filters is that of the materials making up the filtering medium, rather than the kind of force used in their operation. An efficient filtering medium may function in either, or all, of three ways. First, the size of the channels through it may be smaller than the size of the solid particles to be retained so that only the liquid can pass through. Second, the channels may be larger than the solid particles, but of such a character that the solids will adhere to their walls and only the clear liquid will pass through. Third, the channels may at first be larger than the solid particles, but of such a size that they will fill up with the solids to an extent that the openings finally become smaller than the solid particles. These filter mediums may be diatomaceous earth, asbestos fibers, magnesium carbonate, talc, fuller's earth, fine sand, cloth, and numerous others. The conditions which control the choice of a filtering medium and the methods of forcing a liquid through it are so numerous that no attempt will be made to make a general statement or to discuss all possible cases. An endeavor will be made to enumerate the factors which should be considered in order to make a practical

application of filtration in the industries served by this magazine.

Pressure Filters

The so-called pressure filters are decidedly advantageous because they can be used for a wider range of products, due to the greater limits of operating pressure. The plate filters, in which the filtering area can be controlled by the number of plates used, are most suitable because they are adaptable to a greater variety of conditions. A few gallons—15 to 20—of a liquid containing a small amount of suspended material to be removed can be readily filtered through one plate whereas a much larger quantity—1000 to 2000 gal.—of the liquid can be filtered through the same filter containing 12 plates. An appreciable quantity of a liquid containing a comparatively large amount of suspended material can be readily filtered through the same filter by using the maximum number of plates.

To satisfy commercial conditions a filtering medium must be easily cleaned or cheaply renewed. Paper pulp known as filter mass satisfies both conditions for many filtering operations. As used in some types of plate filters, the filter mass is obtained in sheets, disintegrated and suspended in water in a suitable proportion, poured into the plates with the water, and packed into the plates to a suitable depth by squeezing out most of the water. The depth to which the filter mass is packed into the plates depends upon the amount poured into the plates and the amount of pressure applied in squeezing out the water. When the filter mass is packed into the plates as tightly as possible a greater "polish" will be obtained in the filtrate.

Filter mass used alone is suitable for the liquids which are easily filtered. When used with the proper filter aid it will produce excellent results on a variety of products. One size of a cylindrical plate filter, in which the plates are stacked vertically, packed with filter mass and the proper filter aid has been used satisfactorily for quantities from 20 gal. to 2000 gal. without being repacked on flavoring extracts, soft drinks, proprietary medicines, liquid soaps, liquid insecticides, hair tonics, perfumes and toilet waters, olive oil, coconut oil, and liquid cosmetics.

When oils are filtered through this type of filter the residual water in the

filter mass after compression must be removed by evaporation before satisfactory results can be obtained.

Successful filtration depends to a large extent on the type of filter aid used. Diatomaceous earth of the proper grade is used most universally, but is not satisfactory for all liquids. Due to its slight acidity and butter action it is not suitable for some alkaline solutions in which a change in the PH value of the liquid being filtered would effect the concentration of some of the solutes. For example, a borax solution containing dissolved perfume oils may become cloudy after filtration through diatomaceous earth due to a change in the PH. In such cases an alkaline filter aid such as magnesium carbonate would be more satisfactory. Even though a liquid is not alkaline, filtration through diatomaceous earth may change the PH value sufficiently to prevent clarity or to later produce cloudiness or even precipitation.

It is nearly obvious that particles which settle the most rapidly through a liquid should also be those which permit a liquid to flow past them most readily. Disregarding the removal of sludge by filtration, for the moment, then settling and filtration are very similar. In each case there is a movement of a solid material relative to a liquid. In one case, the liquid is supported in a vessel and the solid material moves downward. In the other case, the solid is supported and the liquid moves by.

With turbid liquids the case is not so simple. Sand will filter water many times as fast as diatomaceous earth. Sand will also allow vanilla extract to pass through it very rapidly. But there is little clarification unless the vanilla extract passes also through a cloth supporting the sand. In this case, the cloth becomes so clogged with sludge, which was not retained by the sand, that filtration stops almost completely after a short while. Likewise, some grades of diatomaceous earth permit the passage of liquid rapidly until the sludge, which is not caught by the earth, collects on the supporting medium in such quantity as to decrease the rate of filtration only too quickly.

The clarifying power of diatomaceous earth must be considered as well as the rate of flow through it. While sand is an extreme example, even the coarser grades of diatomaceous earth do not give a clarity satisfactory to all products. It is well to decide the degree of clarity necessary for each

product and then choose the grade of diatomaceous earth which gives that degree of clarity with the highest rate of filtration.

Centrifugal force may be applied to the separation of solids from liquids providing the densities of the suspended solids are greater than those of the liquids. Centrifugals or centrifuges are used advantageously in the cosmetic industry to clarify quince seed mucilage and viscous suspensions of gums. The lowest speed which will produce the desired clarity should be used so as to eliminate the occlusion of too much air which might be difficult to remove later.

Other Types of Filters

There are many other types of filters such as asbestos disc filters, bleached yarn tube filters, cylindrical paper and asbestos filters, and others which have the advantage of being quickly assembled for use and which may be quickly repacked when they become clogged. One ob-

jection to the plate filter using paper pulp is the time required to pack the plates and assemble the filter for use. This objection seems to be more imaginary than real when the actual time required is considered. One hour is sufficient time to prepare the pulp, pack the plates, and to get the filter in operation with a maximum number of plates.

In conclusion, it is well to reiterate the definition of filtration, namely, the process of separating suspended solid or semi-solid material from a liquid by forcing the latter through the openings in a porous mass called the filtering medium. It is not a cure-all remedy for all evils. Filtration will not arrest chemical reactions where the rate of reaction is extremely slow such as polymerization; it will not prevent precipitation in a filtrate when the temperature of the filtrate drops below the saturation temperature of the solutes; it will not prevent liquids from attacking containers in which they are stored or dispensed.

same properties. Findings so far are not accurate enough for a definite opinion. Future findings will undoubtedly be of interest to all users of petroleum products.

■ **TALCUM FOR MEN** It is traditional to make a talcum powder with a high talc content. But why? Men don't like the usual run of these as much as they do face powder for after shaving. A purely local questioning of our friends indicates that men very often sneak a little powder out of the wife's powder box for after shaving. Manufacturers of men's talcum take notice. Supplying these fellows with a powder, not a talcum, for after shaving will put a stop to this petty larceny.

■ **KARAYA GUM ALLERGY** Dr. S. M. Findberg writing in the *J.A.M.A.*, reports a second case of asthma due to karaya gum allergy. Dr. Findberg reviews a first case of the same kind that happened a year ago. The patient this time was sensitive to the gum in a hair wave fluid she was using. Hair wave fluid manufacturers please take notice, for if you hear of any symptoms such as vasomotor rhinitis, asthma or other allergies, you may find it is due to the gum in your lotion.

■ **GREEN GRASS & RANCIDITY** Doctors Coe and Le Clerc of the U. S. Dept. of Agriculture present additional data strengthening Coe's original idea of the antioxidant action of green glass containers, in *Oil and Soap*. Their findings show that antioxidants as a whole (they used hydroquinone, maleic acid, pyrogallol, phthallic acid, guaiacol, catechol and green wrappers in their tests) are inferior to a green wrapper which absorbs the causative rays. The doctors worked with corn oil and lard in their experiments.

■ **BERGAMOT OIL ANTISEPTIC** For quite some time, it has been known that workers in factories extracting this oil never suffered from infections of the hands or wrist when these were bathed in bergamot oil. In parts of Italy it has been used as an antiseptic for some time. Now the oil has been placed on the market in pure form as well as in mixtures for use in general surgery; sepsis; obstetrics; gynecology; ear, nose and throat infections; diseases of mouth and skin. So tells us the weekly *World Trade Notes on Chemicals and Allied Products*, issued by the Dept. of Commerce.

desiderata

by MAISON G. de NAVARRE

■ **COLD AFFECTS CHEMICALS**

That highly didactic house organ, *Merck's Report*, tells us that the following chemicals are affected by the fall and winter weather. They are: Acetic, formic, carbolic, phosphoric and oleic acids; distilled water, peroxide of hydrogen, formaldehyde and lanolin. Frozen lanolin, it goes on to say, will not make a satisfactory ointment (*or cream*). If you have any in stock, be sure to lay hot water bottles around it on cold nights. (Our italics.)

■ **TEN CENT COSMETICS**

While working our way through college, it was our happy lot to be apprenticed to a mellow pharmacist. One day an aspirin salesman came into the store and started to work on the elder gentleman for an order. The salesman represented one of the best known houses in his line, and though a post-graduate of the school of salesmanship, he experienced a bit of trouble in selling the Boss. Finally said the salesman in essence, "Mr. Pharmacist,

you don't have to buy my product. Of course, you can get the same aspirin cheaper. But remember that our company took the headache remedy out of the nickel and dime class and put it in the quarter class. We created a demand and each sale shows you a nice profit. The unknown brand manufacturer didn't do this. We did. Good afternoon!" That started the boss to thinking. It was certainly true. He was ringing up quarters instead of nickels and dimes. And so after bringing the cosmetic sale up to fifty cents and a dollar, we drag it down to a dime. It makes many of us wonder about the psychology behind this.

■ **PETROLEUM AND CANCER**

According to the Journal of the A.P.A., the Manchester Cancer Committee is investigating mineral oils and tars as contributory causes of cancer. The present information indicates that oils from certain sections are less harmful than oils from others. Then, too, oils from the same field do not exhibit the



the BLACK CURRANT FLAVOR

by H. STANLEY REDGROVE

THE flavor of black currants is very characteristic. It is one about which few folk feel tepid. It is either liked very much, or disliked with equal fervor.

The cultivated plants from which black currants are obtained have been evolved from *Ribes nigrum* L., a member of the *Saxifragaceae*, and a native of northern Europe and Asia. The plant is sometimes, though not commonly, found growing wild in Britain, though it is not certain whether it is truly indigenous to the British Isles, as the plant has been under cultivation for such a long time as to have become thoroughly acclimatized.

Not only the fruits but also the leaves are very aromatic, and, on pressing the latter between the fingers, one becomes scented with a perfume which either fascinates or repels. I am personally one of those folk who are attracted by the black currant aroma, and I can never walk through a fruit garden where black currants are growing

without pressing a few of the leaves to enjoy their fragrance.

In France, the syrup known as "cassis" is in very big demand. It is manufactured by extracting the flavoring material from black currants with alcohol, diluting the extract with more alcohol, and mixing with water and sugar. Sometimes flavoring materials derived from other fruits are added, or the flavor may be modified by the addition of a few cloves and a little cinnamon. A number of recipes will be found in J. Fritsch's *Nouveau Traité de la Fabrication des Liqueurs* (Third Edition, Paris, 1926).

Dijon is particularly well reputed as a centre for the production of cassis, and excellent cassis is also made in Strasbourg. The syrup is drunk after admixture with ice water, either alone, or with the addition of white wine, Suze (a gentian extract), etc., and is remarkably palatable and refreshing on a hot day.

As a cold drink, black currant is unknown in Great Britain; and as a hot drink it is regarded either as a medicinal draught for the relief of sore throats or as something only fit for children. I do not know what is the position in the United States; but I apologize for the bad taste of my fellow countrymen, and recommend to Americans the delicious cassis concoctions of France. A combination of cassis and gin is also not to be despised.

The black currant flavor presents

two remarkable features. In the first place, although the fruits and leaves are very rich in aromatic material, practically nothing concerning the chemical composition of this appears to be known or at any rate has been published. In the second place, no really successful imitation of the black currant flavor appears to have been so far achieved.

In 1907, Schimmel & Co. reported that from the buds of the black currant they had obtained a volatile oil, pale green in color, in a yield of 0.75 per cent. The physical constants were determined, and the odor of the oil was stated to suggest the presence of *para*-cymene. A volatile oil was obtained from the leaves by Huchard in 1909, which, on hydrolysis, yielded quinic acid and a very active oxidase.

H. R. Jensen (*The Chemistry, Flavoring, and Manufacture of Chocolate, Confectionery, and Cocoa*, London, 1931) has published a formula for an artificial black currant flavor, which may be quoted as of interest as a basis for further investigation, though it is not so satisfactory as several other formulae for artificial fruit flavors published by this author, and the composition it yields, in common with other artificial black currant compounds, needs to be admixed with a large proportion of the natural extract in order to pass muster.

Here is the formula in question: *iso*-butyl acetate 25, amyl butyrate 25, ethyl acetate 16, ethyl pelargonate 5, amyl acetate 5, orris oil 4, acetaldehyde 4, ethyl benzoate 3, vanillin 3,

terpeneless lemon oil 3, ethyl heptate 2, cinnamon oil 1, neroli oil 0.5, geraniol 0.5, buchu oil 0.2, anisaldehyde 0.2.

The presence of vanillin, so useful as a flavor fixative, should be noted, and also that of buchu oil. The latter gives the composition its special character. Para-Cymene is absent, and might perhaps be introduced with advantage, as the kinship between the odor of this hydrocarbon and that of black currants is very obvious. Clary sage oil is another possible constituent which should not be overlooked, for, although they are not closely related, there is a certain kinship between the odors of clary sage and black currants.

Buchu oil is usually regarded as one of the essentials for the production of artificial black currant flavors. It is obtained by distillation from buchu leaves, the leaves of three species of *Barosma* (N.O. *Rutaceae*), native to that part of South Africa which formerly constituted Cape Colony.

The species most esteemed is *Barosma betulina* Bart. and Wendl. The leaves of this plant yield from 1.3 to 2.5 per cent of oil. The two other species used are *B. crenulata* Hk. and *B. serratifolia* Willd. The leaves of the first yield about 1.7 per cent of oil, while those of the latter yield from 0.8 to 1.0 per cent.

The oil, which is rather expensive, is yellow in color; and, in the concentrated state, has an unpleasant odor reminiscent of that of hot asphalt. In a high state of dilution, its aroma becomes decidedly pleasant, and recalls the fragrance of peach skins and black currants.

The characteristic constituent of the oil is a substance, known as "buchu camphor" or "diosphenol," which is solid at ordinary temperatures, and which therefore tends to crystallize out when the oil is cooled. The oil from *B. betulina* is the most rich in this constituent. That from *B. serratifolia* contains little or none of it. Other constituents of the oil are menthone (a constituent of peppermint oil), *d*-limonene, and dipentene.

Fortunately, the difficulty of manufacturing satisfactory artificial black currant flavors is offset by the relative ease with which natural flavoring material can be extracted from the fruits. The leaves, as already indicated, are also rich in aromatic material, which may be extracted and usefully blended with the fruit extract.

Pre-fermentation of the fruit-pulp at 25° to 30°C. with sugar for a few days gives an increased yield of flavoring material; and the flavor is not, as is the case with some fruits, marred by this process.

The alcoholic extract can be concentrated up to a very high degree *in vacuo*. In the South of France, a semi-solid "cassis gomoide" is prepared, which represents the natural black currant flavor in its most concentrated form.

Usually speaking, black currant flavoring extracts are most liked when rather tart; and a ratio of 55:100 as between acid and sugar has been recommended. Here, however, the element of taste enters; and the ratio must be to some extent determined by the purpose for which the extract is intended.

Another fruit whose flavor bears some resemblance to that of the black currant, although the plants themselves are not related botanically, is the passion fruit, the fruit of *Passiflora edulis* Sims (N.O. *Passifloraceae*) and other allied species of *Passiflora*. The taste

of this, however, is rather more acid.

Until a few years ago, the passion fruit was no more than an expensive gastronomic curiosity in Great Britain; and even today the fruits themselves are not particularly common or cheap. The juice of the fruits, however, and various cordials made from this juice are imported in some quantities from Australia, and have won for the passion fruit flavor a big measure of popularity. "Gin and pash," to use the common abbreviation, is now a cocktail very frequently called for in the bars of the West End of London.

I have met with an imitation passion fruit flavoring essence; but I do not think that there is, or that there is likely to be, any big demand for a commodity of this type. The natural flavoring of the fruit, however, is one which should not be neglected by flavoring extract manufacturers in any country whose climate is sufficiently warm for the fruit to be cultivated without undue expense. The plants themselves are mostly natives of Brazil or other parts of tropical America.

French Essential Oil Industry

Import and currency restrictions in many countries continued to affect export sales and collections. Existing and anticipated difficulties in placing important quantities of oil of Neroli with German manufacturers of Eau de Cologne indicated that prices of orange products would be unfavorably affected. Among continental countries, Spain, which takes fair quantities of various materials for soap-making, was the only country free from certain restrictions. Sales to the United States were considerably lower than in 1934, due to the greatly reduced quantity of lavender oil shipped, but an encouraging feature was the fact that higher grades of all other important essential oils were taken. Reduced shipments of lavender oil also were made to British markets, but other oils were taken in about the same quantities as in 1934.

Of the flowers available in the first 3 months of 1935, violets, mimosa, hyacinths, narcissus, and jonquils—only small quantities were taken by the factories at Grasse. Few plantations of Parma violets remain in the Grasse region, and the flowers used are chiefly Victoria violets.

Exports to the United States of all

important perfume materials of the Grasse region with the exception of lavender oil, had greater value in the first quarter of 1935 than in the corresponding quarter of 1934. However, the decrease in the value of lavender oil exported, \$106,189, exceeded the combined increases shown in the shipments of other oils and resulted in a drop in the total value of exports from \$271,060 to \$201,304.

Imports into Marseille during the quarter amounted to 484,000 pounds, and exports totaled 183,480 pounds. The United States provided the principal market for the oils shipped from Marseille, taking 50,380 pounds, or more than 27 per cent. Other countries taking important quantities were: Japan, Great Britain, Germany, Italy and Spain. Many of the shipments from the Nice area are included in the exports from the port of Marseille. The figures on total imports and exports and other details are contained in detail report which is available for a short loan period to accredited American firms upon application to the Chemical Division of the Bureau of Foreign and Domestic Commerce. (Consul Austin C. Brady, Nice.)

(Continued from page 60)

manufacturers for emulsification, we would become involved in an unnecessarily long discussion. We can only say, in this regard, that there are numerous makes to select from. Before a mixer or agitator is adopted for a particular emulsion, it is desirable to have the manufacturer try it out in the testing laboratory on the particular preparation to be manufactured. It often happens that the stability and rapidity of formation of the emulsion is intimately affected by the time, type and speed of stirring. Then, too, certain emulsions will foam or aerate during their making, thus retarding the formation of a stable emulsion. The selection of the proper type of agitators will evade much of these difficulties.

Mixers vary in their construction from the simple paddle type to a com-

plex rotary motion activated by an elaborate system of gears, eccentrics and other mechanisms. The mixing may be accomplished by beaters, spiral screws, propellers, reciprocating perforated discs or geared discs. Probably the simplest and most generally used mixer is the portable electric mixer, equipped with single or two opposed agitators, which may be set at different heights to give a push-pull effect. These mixers have the advantage of flexibility in that they may be used on various mixing tanks. A particularly clever mixer for emulsions is the so-called Vertical or Cake Mixer. This mixer has a wide range of mixing adaptability in that it mixes, beats, whips, grinds, and crushes at various speeds through the use of auxiliary attachments and the use of an auxiliary drive. This type of machine ranges in capacity from 5 to 140 quarts and is

used in the pharmaceutical, cosmetic and chemical industries.

No hard and set type of mixer can be recommended, however, for reasons already stated.

There are a number of well-constructed colloid mills on the market. The general principle under which these mills operate is through high-speed dispersion or shearing action. The liquids, semi-liquids or liquids carrying solids in suspension are passed through two related surfaces, one of which is usually stationary and the other rotating at high speed. As a result of this, the particles of liquid are sheared. This results in a complete and speedy dispersion. The droplets formed by a colloid mill are finer and more uniform than those obtained by a mixer. They have the disadvantage of causing foaming or the incorporation of air. In certain cases, especially with very concentrated emulsions, the rapid and thorough dispersion causes the emulsions to break.

Homogenizers or viscolizers are built in capacities from 75 gallons to 1000 gallons per hour. They were first built for and largely used in the dairy industry to homogenize the ingredients, especially of ice cream. Later they found application in other fields. The apparatus is especially useful for putting into emulsion liquids and liquids with solids in suspension. The homogenizer operates by pumping the product to be viscolized through a very small aperture the size of which is controlled by a specially constructed valve. The pressure of from 500 to 5000 lbs. per square inch which is thus developed produces friction and heat. This thoroughly reduces the fat globules in milk to such a small size, for example, that it is impossible to separate them. These emulsifiers are very heavy in construction and hence expensive. They are adaptable only for large or special production.

Application as Cosmetics

The large use of many toilet articles owe their popularity to their being offered in emulsion form. The majority of creams, either liquid or solid are emulsions. The presence of water in these creams aids the absorption of the oily ingredients in creams into the skin and hence adds to their efficiency as a healing application. Water also decreases the cost of creams.



Push-Pull Mixer

Courtesy Alsop Engineering Corp.

The raw materials used for the manufacture of these creams consist of vegetable or animal oils, waxes, ozokerite, paraffin, cetyl alcohol, mineral oil, lanolin, lanolin derivatives, stearic acid and spermacetti as the oil ingredients. The emulsifying agents like gums, soaps, borax, Irish moss, colloidal clay and lecithin are frequently used. Soft or distilled water is the other phase. As a general statement, it may be said that liquid creams are usually the O/W type emulsion and the solid or salve-like creams are W/O emulsions.

In order to point out the make-up of some of the more popular creams, we will consider specific formulae for liquid creams, cold creams, vanishing creams and lanoline derivative creams.

Liquid Creams

The so-called honey and almond type cream is the most popular of the liquid creams. A typical formula for this cream, together with its method of manufacture, is of interest.

I

Make up a base by use of heat consisting of:

- 3 $\frac{3}{8}$ lbs. Stearic Acid
- 136 lbs. Almond Oil
- 32 lbs. Spermacetti
- 13 lbs. Beeswax
- 40 lbs. Water
- 1 $\frac{3}{4}$ lbs. Triethanolamine
- 2 $\frac{1}{4}$ lbs. Borax

II

To complete the Cream put in a Vertical Mixer:

- 25 lbs. Base as above
- 2 $\frac{1}{2}$ lbs. Powdered Neutral Soap
- 1 lb. Borax
- 2 $\frac{1}{2}$ lbs. Bentonite

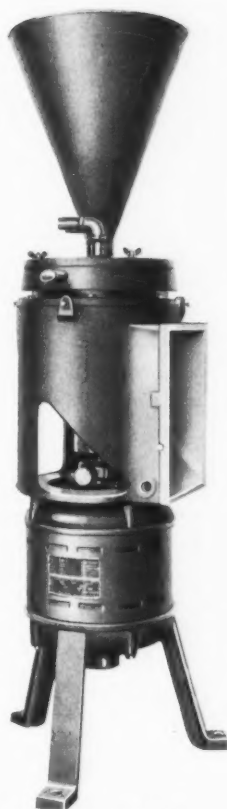
Then add gradually a solution:

- 175 lbs. Water
- 1 lb. Borax

Finally add:

- 3 $\frac{3}{4}$ gal. Alcohol (S.D. 39B)
- 10 oz. Benzaldehyde F.F.C.
- 2 oz. Geraniol Abs.

In this formula various modifications may be made to produce other liquid creams. Peanut, olive, turtle or sesame oil may be substituted for the almond oil. Lanolin may be added or one of the lanolin derivatives. Less water may be employed to make the finished cream heavier. The perfume also may be changed. The formula



Courtesy Premier Mill Co.

Paste Type Mill

above is then offered only as a type and not as the best combination.

Cold Cream

Cold cream formulae are numerous and have been known for years. In these creams the emulsion is formed by liquefying the ingredients by heat and then pouring the cream into a jar or can at a temperature just above the congealing point and permitting it to solidify.

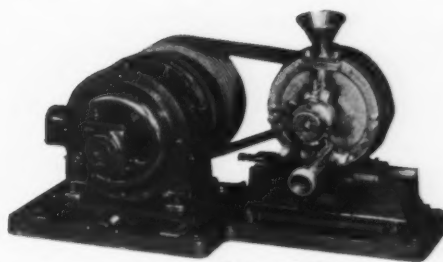
A typical formula is:

- 30 lbs. Paraffin
- 30 lbs. Ceresin
- 60 lbs. Beeswax
- 450 lbs. Mineral Oil
- 200 lbs. Water Distilled
- 7 lbs. Borax

Q.S. Perfume

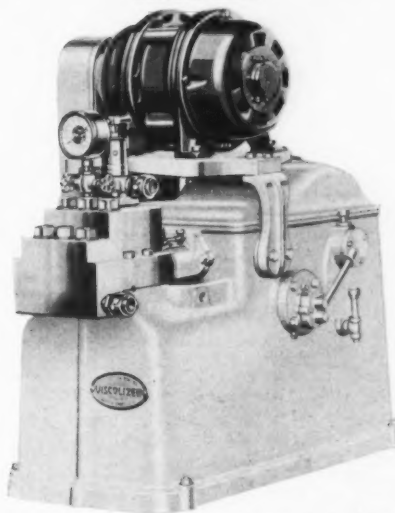
To make these creams is quite simple. The waxes are heated in the oil at about 130 deg. F. and the borax is dissolved in the water at the same temperature. The borax solution is then poured into the wax-oil mixture and the mass is stirred until cooled down to about 100 deg. F., when it is ready for filling.

This type of emulsion gives little



Courtesy J. H. Day Co.

Colloid Mill



Courtesy Cherry-Burrell Corp.

Viscolizer

difficulty and may also be modified in many ways. If a cleansing cream is desired, less waxes are used to make it thinner. Lanolin or vegetable oils may replace part of the mineral oil and if a cream-colored product is desired some amber petrolatum may be added.

Vanishing Creams

The older type vanishing creams were made from stearic acid and caustic potash together with some oil, glycerine and water. They were therefore essentially soap diluted with glycerine and water.

Through the use of triethanolamine, it is possible to increase the amount of oil in these creams. A recommended formula is viz.:

- 25 lbs. Stearic Acid xxx
- 2 lbs. Lanolin Anhydrous
- 5 lbs. Mineral Oil
- 1 $\frac{1}{4}$ lbs. Triethanolamine
- 9 lbs. Glycerine
- 60 lbs. Water
- Q.S. Perfume

To prepare this cream, the stearic acid is melted in an aluminum or glass enameled vessel and the lanolin and oil are added. Then the "T.E.A." and

water are heated to boiling in another kettle. The water mixture is added to the stearic acid. Mix slowly, until a smooth mass results. Then the glycerine is added. It is customary to fill this type cream after it has cooled, but it may also be filled at about 105 deg. F. The cream becomes thinner as it cools and develops a pearly sheen, due to the stearic acid crystallizing, upon aging.

Lanolin Derivative Creams

Within the last few years, the use of products derived from lanolin have gained favor for cream-manufacture. They consist largely of the higher alcohols, cetyl and ceryl, and cholesterol or iso-cholesterol. They have the facility of taking up and emulsifying water, forming the O/W type emulsion, by merely mixing in hot water. Other oils and waxes are readily incorporated with them and numerous types of creams are possible. Several of the most popular and widely advertised creams on the market today are creams made with these derivatives.

A formula of interest is:

- 23 lbs. Lanolin Derivative
- 10 lbs. Olive Oil
- 1/2 lb. Cetyl Alcohol
- 1/2 lb. Beeswax
- 70 lbs. Water Distilled
- 5 lbs. Glycerine
- 3 oz. Epsom Salts
- 5 oz. Perfume

Manufacturing by This Formula

The epsom salts and glycerine are dissolved in the water and the solution heated to the boiling point. Then the waxes, oil and lanolin derivative are added and the temperature kept near boiling until all have melted and dispersed. The mass is kept agitating while it cools. Then the perfume is added. The mass usually has a slimy appearance which indicates homogeneity. If the cream should not be smooth upon cooling, further heating will correct this. The cream is filled, when cool, with suitable filling equipment.

Many further adaptations of emulsions as toilet preparations are possible. New and novel combinations may be made for such manufacturers as are seeking new items. The field is worthy of further research and should pay

dividends in increased consumption by the eternal feminine who is seeking new beauty preparations.

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ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

P. N. Das Gupta, *Indian Soap Journal*, 2, 2, 1935, discusses the lathering power of soaps made from numerous oils and combinations of oils. The article contains a very useful tabulation of lathering indices.

R. M. Gattefosse, *Parfumerie Moderne*, 29, 8, 321, 1935, reports on hydrolysis of shampoos. He recommends the addition of 10 per cent of a special ricinate, which according to his researches is effective in overcoming unfavorable results. The ricinate has unusual deterative powers of its own upon dilution and forms, the author states, a valuable ingredient not only to shampoos, but to superfatted soaps.

C. Madcock, "A New Process for the Manufacture of Soap" (*Ind. Chemist*, May, 1935, p. 181), uses high temperature and pressure together with a rapid saponification with subsequent spraying in the manufacture of soap. The saponification temperature of 250 to 300 deg. C. is required, and is obtained by passing the reaction mixture through heated coils. The pressure used is from 800 to 1500 pounds per square inch, shortening the reaction time under these conditions to 30 seconds. The process insures the water to be in the liquid state, and consequently

saponification takes place in the liquid phase—an essential factor to the success of the process. The technique is described in detail, and processes and plant layout as well as illustrations of practical layout are given.

D. C. Garrat (*Analyst*, 60, 369, 1935) detects Japanese mint oil in peppermint oils by means of an aniline acetate reaction. This is made possible because of the presence of sufficient amounts of furfuraldehyde in Japanese mint oil. To carry out the test, mix 0.1 ml. of the oil in a test tube with 5.0 ml. of a 2 per cent solution of freshly distilled aniline in glacial acetic acid, added from a buret. Allow the mixture to stand for 10 minutes protected from bright light, and examine in a Lovibond tintometer. The red values of genuine American oil are about 0.7. Distinctly higher values indicate adulteration. Nine samples of Japanese mint oil gave red values from 4.5 to 7.3. (Through *Chem. Abst.* 29, 5596, 1935.)

Dr. Uhl (*Der Parfumeur*—35—719—1935) discusses the difficulties encountered in producing an ideal soap for laundering. Experiments on Calcium and fatless soaps are mentioned. He believes that the solution of this problem lies in the application of sulphur compounds which he says are the crown point in synthetic laundering solvents.

Modern Manicure Preparations are reviewed (*Chemist & Druggist*, 122, 1935) and methods of formulation given. Formulas listed for cuticle removers, nail bleaches, nail polishes, nail white and cuticle cream.

CANADIAN NEWS and NOTES

PREMIER WILLIAM ABERHART of Alberta denied that he or the Alberta Government had issued any order against the use of cosmetics by Government employees.

"No such order has been issued by me or the Government," he said, "and I do not want to be credited with such an action when I am not responsible. I have no knowledge of the instance reported except what I have been told or have read."

The trouble started when a girl secretary in the Parliament Buildings was told to wash her face and the announcement made that, in one department at least, the girls would be expected to appear without cosmetics.

Various forms of reaction, some expressing indignation and others expressing amusement, were received from different local firms in regard to the alleged decree against cosmetics. The lady in charge of a cosmetics counter of a large local department store said: "A girl without make-up is like a man without pants, they are both half-dressed!"

The president of a local law firm laughed at the suggestion that he interfere in any way with his stenographers using cosmetics. As long as the girls did nothing to interfere with their work, he certainly had nothing to say to them on the use of cosmetics. The manager of the Cross Beauty Salon considered the alleged Social Credit Government's suggestion of no cosmetics to be used a direct slap at the beauty parlor business. "A girl should appear at her best at all times; that includes the business hours," she stated. "Curtailling a young woman's natural desire for personal attraction is taking the 'social' out of 'social credit'!" The manager of a large department store said: "We insist on our young ladies behind the counter having a neat and attractive appearance. If cosmetics aid this, we would be the last to interfere."

Final Druggists' Golf Tournament

The final tournament of the season of the Windsor Druggists' Golf Association

was held at Beach Grove Golf Club in Windsor, Ont., with a good representation. The tournament was under the direction of "Scotty" Rae.

Yardley Launches Ad Drive

Yardley & Co. (Canada), Ltd., Toronto, has launched an aggressive sales and advertising campaign to push Yardley products as Christmas gifts this year.

Drug Bowlers Organize

The Druggist Travelers' Bowling Club of Vancouver, B. C., has been re-organized for the winter season. The opening meeting was held at the office of Drug Agencies, Ltd., and Fred J. Boles was elected new president, and George D. Levy, buyer for B. C. Drugs, Vancouver, is secretary. Bowling will be held every Wednesday night.

Carmichael on Western Trip

C. G. Carmichael, manager of Gordon-Gordon, Ltd., distributors of Princess Pat toiletries in Canada, left Toronto recently on a three weeks' trip to the Pacific coast, calling on the drug trade.

Represents Ayer in West

C. J. Faulkner, Bachelor of Pharmacy, who was graduated from the Ontario College of Pharmacy, has taken on the representation of Harriet Hubbard Ayer of Canada, Ltd., for British Columbia. Mr. Faulkner is well-known to the drug trade in the Dominion. He also represents the firm of A. Wander, Ltd., in British Columbia.

Ardiel Appointed by Frosst

J. R. Ardiel, a well-known London boy, has been appointed sales representative for London and Western Ontario for Charles E. Frosst Co. of Montreal. He is a graduate of the Ontario College of Pharmacy, and for the past six or seven years has been dispensing chemist at Victoria Hospital, London. He is a well-known former rugby and baseball player in this city.

Perfumers Honor New Members

Two new members of the Association of Canadian Perfumers & Manufacturers of Toilet Articles who recently joined that organization were head-table attendants at the regular monthly luncheon in the Royal York Hotel, Toronto. They were Ralph W. Barton, president of the Ralph W. Barton Co., manufacturers' agents, and Gordon Schaefer, president of Schaefer-Ross Displays Co. Both were presented to the association by Vice-president W. L. Linton.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to
THE AMERICAN PERFUMER

Trade Marks Under Unfair Competition Act of 1932

Representation of a triangle associated with reading-matter in such distinctive form as to constitute another triangular design at the top or apex of triangle. Toilet preparations. Apex News & Hair Co., Inc., Atlantic City, N. J.

"Ecol." Chemical detergent with or without soap or other emulsifying agent for use with water. Cowles Detergent Co., Cleveland, Ohio.

Representation of stand of flags and a shield, the flags extending on opposite sides of the shield, and reading-matter associated with the design. Tar soap. The Packer Co., Ltd., Montreal, Que.

Patents

353,646. Face powder compact. Alfred P. Rudolph, Denver, Colo.

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920.

Trade Mark Registration Applied for (Act. of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

355,478.—See Illustration. Kleen-Rite Products Co., New York. (Aug. 22, 1934.)—Washing compound used as a bleach, germicide and deodorant.

358,124.—See Illustration. Edward C. Collins, doing business as Collins Laboratories, St. Louis, Mo. (June 1, 1932.)—Cosmetics, hair dressings, and beauty shop supplies.

363,001.—"Gravi." Ignacio Lopez Y Compania, Havana, Cuba. (Aug. 16, 1927.)—Tooth paste, dentifrices, face powder.

364,254.—"La Toja." Sociedad Anonima La Toja, Pontevedra, Spain. (Mar. 1906.)—Toilet creams, tooth paste.

364,949, 365,950.—"Vagabond" and "L'Intuition," respectively. Lenthier, Inc., New York. (June 3, 1935.)—Perfumes and cosmetic creams.

366,165.—"Nu-Life." Nudell Mfg. Co. Inc., Chicago, Ill. (June 1, 1935.)—Nail conditioners and polish, a liquid preparation used for the removal of nail polish.

366,889.—See Illustration. Tryon, Inc., Danbury, Conn. (Jan. 15, 1935.)—Shaving cream having incidental properties as a facial cream.

367,599.—"Renaissance." Cohn & Rosenberger, Inc., New York. (Apr. 20, 1935.)—Compacts.

367,805.—"Lis de France." Pinaud Inc., New York. (Aug. 31, 1894.)—Perfumes, toilet waters, face and toilet powders, powder and rouge compacts, etc.

368,080.—"Mortone." Theodore Prager,

The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

The American Perfumer, 9 East 38th St., New York City.

doing business as Mortone Laboratories, Brooklyn, N. Y. (April, 1933.)—Preparations for the hair.

368,128, 368,129.—See Illustrations. Colgate-Palmolive-Peet Co., Jersey City, N. J. (Aug. 1, 1934.)—Shaving cream and brushless shave cream.

368,144.—"Cu-Crema." Morton Mfg. Corp., doing business as Cu-Crema Co., Lynchburg, Va. (July 25, 1935.)—Toilet preparation for beautifying the skin and complexion.

368,168.—"Princess of Hollywood." Castilian Products Corp., Los Angeles, Calif. (July 17, 1935.)—Skin creams, skin lotions, brilliantine, hair oil, nail polish, and perfumes.

368,174.—See Illustration. Good Humor Corp. of America, Brooklyn, N. Y. (July 1935.)—Dentifrices.

368,225.—"Braemore." International Cellulose Products Co., Chicago, Ill. (Aug. 6, 1935.)—Absorbent face cleansing sheets made of paper.

368,335.—See Illustration. Lanman & Kemp-Barclay & Co. Inc., New York. (June 11, 1935.)—Soap.

368,337.—See Illustration. Ernest A. Lemmo, Flushing, L. I. (Aug. 1, 1935.)—Depilatory cream.

368,342.—See Illustration. Morton G. Neumann, doing business as Valmor Products Co., Chicago, Ill. (May 14, 1935.)—Lemon cleansing cream, vanishing cream, skin tonic, bath salts, brilliantine, rouge, lipstick, tooth powder, etc.

368,371.—"Cellotop." Coty, Inc. Wilmington, Del. (Aug. 12, 1935.)—Face powder.

368,403.—"Ivanhoe." Ford Hopkins Co., Chicago, Ill. (May 1935.)—Shaving cream.

368,431.—See Illustration. The J. T. Robertson Co. Inc., Syracuse, N. Y. (Nov. 21, 1933.)—Soaps and toilet soaps.

368,463.—See Illustration. Scott Phillips, Inc., Chicago, Ill. (July 9, 1935.)—Eye lotion.

368,485.—See Illustration. Peters Labora-

tories Inc., Chicago, Ill. (June 11, 1935.)—Facial cream, face powder, and lipstick.

368,529.—"Movie Star." The Lander Co. Inc., New York, N. Y. (Aug. 15, 1935.)—Toilet preparations.

368,626, 368,627, 368,628, 368,630.—See Illustrations. Polk Miller Products Corp., Richmond, Va. (April, 1935.)—Soap.

368,690.—See Illustration. Fitzpatrick Bros. Inc., Chicago, Ill. (June 1, 1935.)—Soap and soap flakes.

368,699.—See Illustration. Mer-Kil Products Co., Los Angeles, Calif. (June 1, 1935.)—Germicide, disinfectant, antiseptic, and deodorant.

368,900.—See Illustration. Pulp Products Co., Inc., New York. (June 1, 1935.)—Box, cans and containers for plastic and semi-solid materials.

368,941.—See Illustration. Ottie B. Miller, Peoria, Ill. (Jan. 1, 1935.)—Toilet cream.

368,972.—See Illustration. The Bertleas Co., Nanticoke, Pa. (July 1, 1935.)—Preparation for treating sunburn.

369,270, 369,271.—"Silver Arrow" and "Crystal Arrow" respectively. John Fredericks Perfumes Corp., New York. (Apr. 3, 1935.)—Perfumes.

369,187.—"Shavettes." Harry A. George, doing business as The Livingston Co., West Hartford, Conn. (May 24, 1935.)—Shaving granules.

369,230.—See Illustration. Kerk Guild, Inc., Utica, N. Y. (June 26, 1935.)—Soap products, particularly toilet soap, shaving soap, etc.

369,425.—See Illustration. John Wanamaker Philadelphia, Philadelphia, Pa. (Sept. 5, 1935.)—Toilet soaps.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M329,508.—"Sachette." The House of Tre-Jur, Inc., New York. (May 17, 1934. Serial No. 354,353.)—Perfume sachet pad.

M329,509.—"Satinwood." Celluloid Corp., Newark, N. J. (Mar., 1934. Serial No. 354,245.)—Empty cream jars and unfilled compacts, receptacles for tooth brushes, shaving brushes, razors, soap and the like, of thermoplastic material.

M329,514.—"Zauner's Skineze." Frederick W. Zauner, doing business as F. W. and R. H. Zauner, New Rochelle, N. Y. (July, 1919. Serial No. 346,936.)—Preparation for the treatment of skin afflictions.

Patents Granted

2,017,254. Auxiliary seal and measure for collapsible tubes. William A. Mulford, Gladwyn, Pa.

2,017,427. Bottle holder. Philip K. Williams, Glastonbury, Conn., assignor to The J. B. Williams Co., Glastonbury, Conn.

2,017,722. Combination cigarette and vanity case. Harold Magnus, London, England, assignor to Tobe Collier Davis, New York.

2,017,852. Vanity case. Aaron R. Christholm, East Orange, N. J.

2,018,050. Sifter cap for powder containers. Bede John Francis Bentley, Longfield, England.

2,018,410. Dentifrice preparation. Guy A. McDonald and Dariel Miller, Chicago Heights, Ill., assignors to Victor Chemical Works, a corporation of Illinois.

2,018,826. Method of making covered containers. David H. Zell, Brooklyn, N. Y.

2,018,878. Perfume bottle. Joseph S. Stein, Chicago, Ill., assignor to Lucien Lelong, Inc., Chicago, Ill.

2,019,142. Dentifrice. Rudolph A. Kuever, Iowa City, Iowa, assignor to The Pepsodent Co., Chicago, Ill.

Designs Patented

97,178. Design for a bottle. Glen M. Cleverger, North Linthicum, Md., assignor to Maryland Glass Corp., Baltimore, Md.

97,193. Design for a cosmetic display stand. George Horter, Baldwin, N. Y., and Enoch Norris Brown, Brockton, Mass., assignors to Lenthier Inc., New York.

97,198. Design for a bottle. Frank McLaughlin, Chicago, Ill., assignor to Carr-Lowrey Glass Co., Baltimore, Md.

97,205. Design for a container cap or the like. Robert G. Peck, Jr., Chicago, Ill., assignor to The Aridor Co., Chicago, Ill.

97,211. Design for a bottle. Frasier Smith Wheeling, W. Va., assignor to Hazel-Atlas Glass Co., Wheeling, W. Va.

97,212. Design for a bottle. John H. Steuernagle, Du Bois, Pa., assignor to Brockway Glass Co., Inc., Brockway, Pa.

97,332. Design for a perfume bottle or similar article. Lucien Lelong, Paris, France, assignor to Lucien Lelong, Inc., Chicago.

97,340. Design for a bottle cap. George Switzer, New York, assignor to Lyons-Magnus, Inc., doing business as The E. G. Lyons & Raas Co., San Francisco, Calif.

97,368. Design for a cosmetic container. Albert Wewetzer, Elgin, Ill., assignor to Illinois Watch Case Co., Elgin, Ill.

NEW COMPANIES

Bath Jewels, Inc., New York, cosmetics, 100 shares no par value. Filed by Irving D. Neustein, 270 Broadway, New York.

Connoisseur Cosmetic Co., 835 Washington boulevard building, Detroit, cosmetics. Organizers: Earl E. Kleckner and Charles W. Morris.

Doraldina Distributors, Inc., Newark, N. J., cosmetics. Organized by Edwin J. C. Joerg.

Fortune Laboratories, Inc., New York, hair tonics, facial lotions, perfumery and toilet articles, \$20,000. Filed by B. Robbins, 25 Warren street, New York.

Fruit Cosmetics, Inc., Coral Gables,



Fla., cosmetics. Organized by L. M. Oakley, J. J. Goldman, and A. I. Goldman.

Natalie Gibbs, Inc., New York, cosmetics, 100 shares no par value. Filed by George Wolf, 233 Broadway, New York.

Gladys Glad, Inc., New York, cosmetics, 500 shares no par value. Filed by Harold L. Kuntstler, 1501 Broadway, New York.

Imperial Salons, Ltd., Wilmington, Del., cosmetics. Organizers: C. S. Peables, B. R. Jones and W. T. Hobson.

M'Kay Phillius Mfg. Co., Inc., New York, cosmetics, \$10,000. Filed by Catinella & Catinella, 277 Broadway, New York.

Marvel Laboratories, 709 Empire building, Detroit, permanent wave solutions. Formed by Jack Benach.

Mexamerica Production Co., Mt. Dora, Fla., chemicals: Directors: T. H. Cooley, C. Z. Osburne and L. L. LeRoy.

Parfums Moiret, Inc., New York, cosmetics, 200 shares no par value. Incorporators: Siegfried Konig, 4821 11th avenue, Brooklyn, N. Y.; George D. Zahm, 581 Fifth avenue, New York; Diana Kirschenbaum, 7 Ocean View

avenue, Brooklyn. Filed by William Roth, 551 Fifth avenue, New York.

Ethel Lea Nore Inc., New York, cosmetics, perfumes and kindred articles, \$50,000. Filed by S. F. Peavey, Jr., 70 Pine street, New York.

Sari Cosmetics, 3265 Joy road, Detroit, Mich., cosmetics. Organized by Sara Gregory.

Valex, Inc., 1965 Porter street, Detroit, Mich., cosmetics.

Vanalite Co. Inc., 905 Metropolitan building, Detroit, toilet novelties, compacts and merchandise, 40,000 shares at \$10 each. Organizers: Onesime Paquette, Windsor, Canada, and Myron J. Davis, Detroit.

The Vitalized Cosmetic Products Co., 257 West Utica street, Buffalo, N. Y., cosmetics. Organized by B. Epstein and P. Epstein.

Wilshire Sales Corp., New York, soaps, toilet creams, lotions and kindred articles, 100 shares no par value. Incorporators: William Scher, 33 Union square, New York; Peter Meyer, 48 E. 21st street, New York; Rudolph L. Londner, 565 Fifth avenue, New York. Filed by Bernard L. Miller, 565 Fifth avenue, New York.

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS								
Almond Bit., per lb.	\$2.20@	\$2.40	Grape Fruit Conc.	3.00@		Spruce	.65@	.80
S. P. A.	2.50@	2.75	Guaiac (Wood)	24.00@		Styrax	5.80@	6.50
Sweet Tree	.58@	.65		4.00@		Tansy	1.80@	2.10
Apricot Kernel	.30@	.36	Hemlock	.65@	.80	Thyme, red	.72@	.85
Amber, crude	.24@	.30	Hops (oz.)	9.00@		White	.85@	1.25
rectified	.50@	.60	Horsemint	2.85@		Valerian	13.50@	14.00
Ambrette (oz.)	46.00@		Hyssop	40.00@		Verbena	3.75@	7.00
Amyris balsamifera	3.00@	3.25	Juniper Berries	1.30@	2.00	Vetiver, Bourbon	12.75@	15.00
Angelica root	98.00@		Juniper Wood	.60@	.62	Java	15.00@	25.00
seed	1.90@					East Indian	30.00@	
Anise, U. S. P.	.45@	.50	Laurel	11.50@	15.00	Wine, heavy	1.25@	
Araucaria	1.75@	1.85	Lavender, English	32.00@		Wintergreen, Southern	3.35@	3.75
Aspic (spike) Span.	1.35@		French	3.75@	7.50	Penn. & Conn.	4.50@	8.00
French	1.55@		Lemon, Italian	2.00@	2.10	Wormseed	2.00@	2.15
			Calif.	1.70@		Wormwood	2.75@	3.25
Balsam, Peru	5.75@	6.25	Lemongrass	.75@	1.00	Ylang-Ylang, Manila	29.00@	35.00
Balsam, Tolu, oz.	4.25@		Limes, distilled	6.25@	7.25	Bourbon	5.00@	8.00
Basil (oz.)	2.35@		expressed	11.00@	12.00			
Bay	1.55@	1.85	Linaloe	1.60@	1.85			
Bergamot	2.00@	2.10	Lovage	35.00@				
Birch, sweet N. C.	1.60@	2.10	Mece, distilled	1.30@	1.40	TERPENELESS OILS		
Penn. and Conn.	2.15@	3.00	Mandarin	4.00@	7.00	Bay	3.75@	4.00
Birchtar, crude	.17@	.19	Marjoram	6.25@		Bergamot	5.50@	
Birchtar, rectified	.85@	.90	Melissa	4.00@	4.25	Clove	4.00@	5.00
Bois de Rose	1.40@	3.00	Mirbane (see Nitrobenzol)			Coriander	20.00@	
			Mustard, Genuine	8.50@	10.00	Geranium	8.00@	12.50
Cade, U. S. P.	.30@	.33	artificial	1.95@	2.25	Grapefruit	45.00@	60.00
Cajuput	.55@	.80	Myrrh	10.00@		Sesquiter 'less	85.00@	
Celamus	3.50@		Myrtle	3.25@	3.75	Lavender	7.00@	8.50
Camphor "white"	.22@	.26	Neroli, Bigarde, P.	55.00@	125.00	Lemon	8.00@	14.50
Cananga, Java native	2.70@	3.00	Petale, extra	70.00@	150.00	Lime, ex.	50.00@	72.00
rectified	3.15@	3.50	Niaouli	3.45@		Orange, sweet	78.00@	90.00
Caraway	2.15@		Nutmeg	1.30@	1.40	bitter	90.00@	115.00
Cardamon, Ceylon	12.00@	30.00	Olibanum	5.50@		Petitgrain	4.00@	
Cascarilla	60.00@	85.00	Orange, bitter	2.60@		Rosemary	2.50@	
Cassia, 80@85 p.c.	1.10@		sweet, W. Indian	2.90@	3.10	Sage, Clary	90.00@	
rectified, U. S. P.	1.30@	1.50	Italian	2.75@	4.25	Vetiver, Java	35.00@	
Cedar leaf	.55@	.60	Spanish	2.60@		Ylang-Ylang	28.00@	35.00
Cedar wood	.25@	.30	Calif. exp.	3.00@	Nom.			
Cedrat	4.15@		dist.	.75@		OLEO-RESINS		
Celery	12.00@		Origanum, Spanish	1.00@		Benzoin	3.00@	3.25
Chamomile (oz.)	3.00@	7.00	Orris root, con (oz.)	4.00@	5.00	Capsicum, U. S. P. X.	2.20@	
Cherry laurel	12.00@	15.00	Orris root, abs. (oz.)	35.00@	50.00	Alcoholic	3.20@	
Cinnamon, Ceylon	12.00@	20.00	Orris Liquid	18.00@	25.00	Cubeb	3.25@	
Cinnamon, Leaf	2.25@		Parsley	8.50@	9.00	Ginger, U. S. P. VIII.	2.40@	
Citronella, Ceylon	.25@	.30	Patchouli	3.00@	3.25	Alcoholic	3.30@	
Java	.32@	.35	Pennyroyal Amer.	2.15@	2.40	Malefern	1.45@	1.60
Cloves Zanzibar	.95@	1.05	French	1.55@	1.65	Oak Moss	6.00@	15.00
Cognac	18.00@	21.00	Pepper, black	6.00@	6.50	Olibanum	3.50Z	
Copaiba	.45@	.50	Peppermint, natural	1.85@	2.00	Orris	17.00@	28.00
Coriander	3.60@		Redistilled	2.15@	2.65	Patchouli	16.50@	18.00
Croton	1.50@	1.75	Petitgrain	1.10@	1.35	Pepper, black	4.00@	4.60
Cubebs	3.00@	3.25	French	2.35@	2.50	Sandalwood	16.00@	
Cumin	8.75@	9.00	Pimento	1.60@		Vanilla	5.00@	7.25
Curacao peels	5.00@	5.25	Pine cones	3.00@				
Curcuma	3.00@		Pine needles, Siberia	1.00@	1.25	DERIVATIVES AND CHEMICALS		
Cypress	12.00@		Pinus Sylvestris	2.00@	2.15	Acetaldehyde 50%	2.00@	
			Pumilionis	2.20@		Acetophenone	1.50@	2.50
Dillseed	3.50@	4.25	Rhodium, Imitation	2.00@	4.50	Acetyl Iso-eugenol	7.50@	8.00
Elemi	1.65@		Rose, Bulgaria (oz.)	6.00@	12.00	Alcohol C 8	16.00@	20.00
Erigeron	1.50@	1.60	Rosemary, French	.40@	.50	C 9	26.00@	40.00
Estragon	35.00@	38.00	Spanish	.36@	.40	C 10	23.00@	30.00
Eucalyptus	.30@	.40	Rue	2.50@		C 11	20.00@	25.00
Fennel, Sweet	1.20@	1.30				C 12	14.00@	25.00
			Sage	2.00@				
Galbanum	15.00@		Sage, Clary	30.00@				
Galangal	42.00@		Sandalwood, East India	5.50@	6.00			
Geranium, Rose			Australia	5.75@				
Algerian	5.15@	7.50	Sassafras, natural	.85@	.90			
Bourbon	5.00@	6.00	artificial	.50@	.55			
Spanish	16.00@		Savin, French	1.85@	2.00			
Turkish	1.85@	2.10	Spearmint	1.75@	2.00			
Ginger	3.60@	3.80	Snake root	12.50@	15.00			
Gingergrass	3.25@	4.10						

103

NEW YORK MARKET REPORT

TRADE in essential oils was reported to be very irregular over the past month. With but comparatively few exceptions, however, dealers found that the total for the period proved to be the largest for any month this year, and in fact, some pointed out that it was the best October in several years.

Citrus oils were the strongest items in the market with prices registering further substantial gains. Regular users of Italian lemon oil have been gradually switching over to the home product, hence the demand for the latter has

increased to such an extent that producers were forced to restrict sales on contract to a three months' period. Prices quoted from Italy continue to warrant a higher spot market for the imported oil. California's expressed orange oil is in a well sold up position and prices quoted were largely nominal. A firmer tone has developed in lime oil. Production has been completed and in view of the limited offers from the source some trade factors are of the opinion that the market will go higher.

Considerable interest developed in the Chinese oils as a result of the change

in currency from silver to paper. Toward the close of the period both anise and cassia displayed an easier tendency with cabled quotations lower.

Sales of floral oils were in better volume. Although there are no indications of any drastic changes in geranium, lavender continued very firm, particularly the better grades. Should the acreage reduction go as far as reports indicate, rose oil production may possibly decline over the coming year.

Sales of aromatic chemicals have been steadily increasing in volume with perfumers and toilet goods manufacturers anticipating larger requirements than they did this time a year ago. Fears of inflation have led many of them to contract further ahead on a number of items where very attractive terms exist.

PRICES OF SOAP MATERIALS

Tallow and Grease

Tallow, N. Y. C. extra	\$.07 ³ / ₈ @	
Edible	.09 ¹ / ₄ @	Nominal
Fancy	.09 ³ / ₄ @	
Grease white	.07 @	.08 ¹ / ₈
House	.06 ³ / ₄ @	.07
Yellow	.06 ³ / ₄ @	.07
Lard	.12 ¹ / ₂ @	.16 ¹ / ₄

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks	.10 ¹ / ₂ @	.11 ¹ / ₄
Corn Oil, 95% T.F.A. tanks	.11 ¹ / ₂ @	.11 ³ / ₄
Red Oil, distilled, tanks	.08 ³ / ₄ @	
Saponified	.09 ¹ / ₄ @	.10
Stearic Acid, single pressed, c.l.	.09 ¹ / ₂ @	.10 ¹ / ₂
Double pressed	.10 @	.11
Saponified	.10 ¹ / ₂ @	.11 ¹ / ₂
Triple pressed	.13 @	.14
Saponified	.13 ¹ / ₂ @	.14 ¹ / ₂

Soap Making Oils

Castor No. 1, tanks	.10 ¹ / ₂ @	
No. 3, tanks	.10 @	
Coconut, Manila Grade, tanks	.05	Nominal
Corn, crude, Midwest mill, tanks	.09 ³ / ₄ @	.09 ⁷ / ₈
Cotton, crude, Southeast, tanks	.09 @	.09 ¹ / ₂
Refined		Nominal
Foots 50% T.F.A.	.02 ¹ / ₂ @	
Lard, common No. 1 barrels	.10 ¹ / ₄ @	
Olive, denatured, max. 5% F.F.A. drums, gal.	.86 @	.87
Foots, Prime, green, barrels	.09 ⁵ / ₈ @	.10
Palm, Lagos, max. 20% F.F.A., drums	.04 ¹ / ₂	Nominal
Niger, casks	.04 ⁷ / ₈ @	
Palm, Kernel, tanks	.04 ³ / ₄ @	
Peanut, crude, barrels	.09 ¹ / ₂	Nominal
Refined, barrels	.13 ¹ / ₂	Nominal
Soya beans, max. 2% F.F.A. Midwest mill tanks	.09 @	
Tallow, acidless, barrels	.10 ¹ / ₂ @	

Whale, Crude No. 1, Coast, tanks	.04 ¹ / ₄ @
Refined, barrels	.07 ³ / ₄ @

Glycerine

Chemically pure, drums extra	.14 ¹ / ₂ @	.16
Dynamite, drums included	.13 ³ / ₄ @	.14
Saponification, drums	.10 ¹ / ₂ @	
Soap, lye	.09 ³ / ₄ @	

Rosin

Barrels of 280 pounds

B	\$5.60	K	\$5.87 ¹ / ₂
D	5.70	M	5.90
E	5.80	N	6.00
F	5.82 ¹ / ₂	W.G.	6.35
G	5.85	W.W.	7.15
H	5.85	X	7.25
I	5.85	Wood	6.00

Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00 @	1.60
Sulfuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlot, ton	42.00 @	71.00
Cyclohexanol (Hexalin)	.30 @	
Naphtha, cleaners, tank cars	.05 @	.05 ¹ / ₂
Potassium carbonate, 80@85%	.07 @	
Hydroxide (Caustic potash) 88@		
92%	.07 ¹ / ₄ @	
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds	1.23 @	2.37
Hydroxide (Caustic Soda) 76%		
Solid, 100 pounds	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds	.80 @	
Sulfate, anhydrous	.02 ¹ / ₄ @	.03
Phosphate, tri-basic	.02 ¹ / ₂ @	.03
Zinc oxide	.05 ³ / ₄ @	

